

# LEHIGH ALUMNI BULLETIN



Presenting... **THE PLACEMENT CASE** by James H. Pierce

Also - Dr. Adelbert Ford · Dr. C. C. Williams · Bob Moore · W. A. Cornelius

April 1937

*Ride a bike  
and enjoy Chesterfields  
They Satisfy*

A black and white illustration of a woman riding a motor scooter and a man sitting on the ground smoking a cigarette, with a large pack of Chesterfield cigarettes in the foreground. The woman is wearing a dark jacket, a plaid skirt, and a hat, and is waving her hand. The man is wearing a sweater, trousers, and a hat, and is holding a cigarette. The pack of Chesterfield cigarettes is prominently displayed in the foreground, showing the brand name and 'CIGARETTES'. The background is a simple landscape with hills and a path.

*When smokers find out the  
good things Chesterfields give them  
... nothing else will do*

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# LEHIGH ALUMNI BULLETIN

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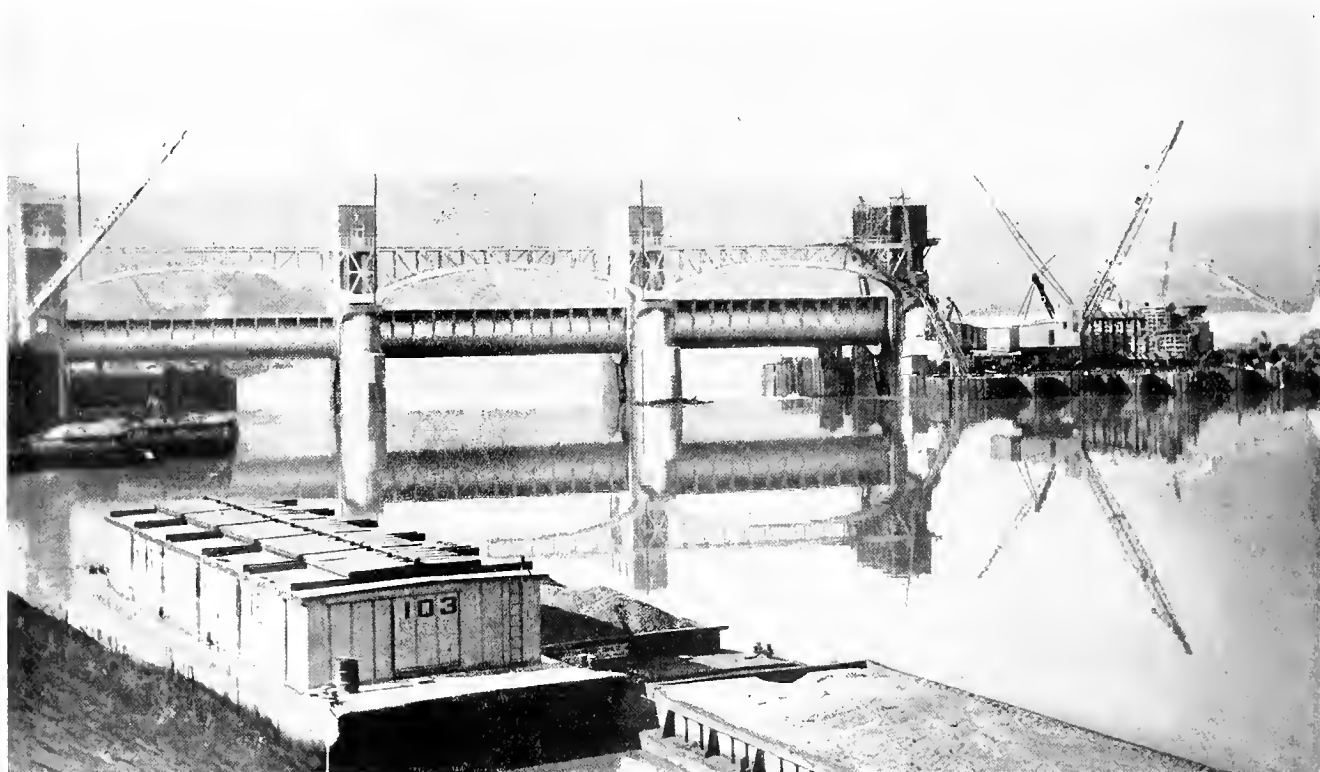
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## LETTERS

## Dynamite Gun . . .

NEW YORK UNDERWRITERS INSURANCE COMPANY  
100 William Street, New York

Stonerville, Pa.  
March 20, 1937

Dear Cornelius:

Before I write about anything else, let me congratulate you on the fine work you are doing with the ALUMNI BULLETIN. It is a most readable and interesting magazine and would do credit in both reading matter and illustrations to any of the big publishing houses. Now, don't let what I'm going to say "go to the head" for in justice to you I must tell you that this improvement has taken place distinctly since you became the managing head.

I have just finished reading the March number of the BULLETIN in which, besides other very interesting reading, there is an article by Jose Villalon, '90. I knew Villalon well and always admired him for his many good qualities. In his "Cuban Interlude" he speaks of a dynamite gun of a certain Zolinski of which I was somewhat familiar through the manufacture of the air chambers required for it. We made them at Middletown, Pa.

I would like much to communicate with Senator Villalon, but do not know how to address him. If you have his personal address, would it be asking too much of a busy man to kindly let me have it?

Thanking you in advance and with many kind personal regards and best wishes for your continued marked success, I remain

Most sincerely,

W. D. MATHESON, '90.

## The Ghost Walks . . .

464 Montclair Avenue  
Bethlehem, Pennsylvania  
March 4, 1937

Dear Bob:

The ghost walks! As a matter of fact he walks right here on our own Lehigh campus.

I was very much surprised when I was shown my "obituary" in the February issue of the ALUMNI BULLETIN. Perhaps I hold a record of being the first Lehigh student ever to be listed as a deceased alumnus before graduating.

For several years I have been out of school. I returned last September and shall graduate this June.

Bob, please remove my name from the deceased list of the class of '34 and place me on the very much alive and active list of the class of '37.

Sincerely yours,

ISADORE I. MARCOVITZ, '37.

## Gratifying . . .

Dear Mr. Herrick:

I have just seen a copy of your recent issue, and I want to congratulate you on the splendid appearance of your publication.

It is most gratifying to represent publications of the calibre of the LEHIGH ALUMNI BULLETIN.

Very sincerely yours,

THE GRADUATE GROUP, INC.  
Myron Zobel, President.

## High Opinion . . .

HEADQUARTERS  
UNITED STATES MILITARY ACADEMY  
West Point, New York

March 25, 1937

Mr. Arthur T. Ward,  
50 Church Street,  
New York, N. Y.

My dear Mr. Ward:—

I wish to thank you very much indeed for the copy of the Lehigh Alumni Bulletin which contains the article written by you and Mr. Pasoli. I was especially interested to learn that the first president of Lehigh, Doctor Henry Coppee, was a graduate of the Military Academy and that it was his endeavor to model Lehigh somewhat along the lines that he had been used to at the Military Academy.

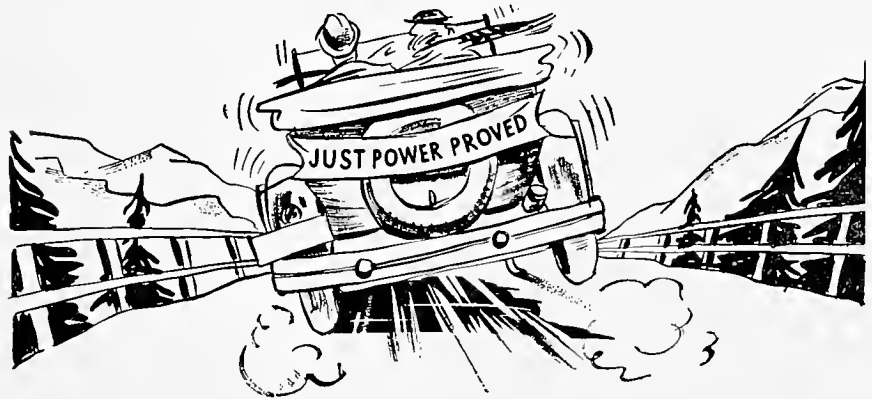
I have known of Lehigh and many Lehigh men during my life and have always had a very high opinion of the institution. Since this estimate was formed without any knowledge that there was a kinship existing between the two institutions, it seems to me indicative of the fact that the two institutions must have considerable in common. Had I known the history of the origin of Lehigh, that might have accounted for the high opinion of Lehigh held by a graduate of the Military Academy, but since I did not know about it, there must actually be a likeness in ideas and ideals.

Thanking you for your remembering me and for sending the magazine, believe me,

Very sincerely yours,

WM. D. CONNOR,  
Major General,  
Superintendent.

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# Presenting--

# THE PLACE

**T**HE depression which started in the latter part of 1929 had a serious effect on employment of University men, with the result that for several years it was possible to place only a relatively small proportion of the graduating classes. In order to better this situation, the Alumni Association, as a result of a plan by E. F. Johnson, proposed in June 1932, originated the present Placement Bureau. The Trustees made an appropriation of \$2,000 for a trial period of three years and the Alumni Association assumed the remainder of the cost. It was assumed at that time that at the end of the trial period the Bureau would be self-supporting, but events have not sustained that expectation and in October 1935 the University took over the entire project and appropriated an annual budget of \$3,600 for the maintenance of the Bureau.

#### **Appropriation Was Inadequate**

It was recognized that the appropriation was inadequate to carry out a comprehensive placement program, but the appropriation was determined by University budget limitations.

As a result, partly of the establishment of this Bureau, and to a large extent by the improved business conditions throughout the country, 94 percent of the last graduating class was placed by September, 1936.

The Placement Bureau was also charged with the problem of "undergraduate part-time employment," and at the present time both of these problems give little concern as their needs are adequately met by the University Placement Bureau.

But there has been a real problem in placing men who have been graduated from five to ten years, and a greater problem in replacement of Alumni over forty who are the victims of the depression and the age restrictions of industry.

Realizing the seriousness of this latter situation, the New York Lehigh Club on May 20th, 1936 originated a Placement proposal which was endorsed by clubs from Pittsburgh, Cincinnati, Western New York, Detroit, Northern New York, Chicago, and Central Pennsylvania, and on June 5th, 1936 presented this proposal to President Williams. The essential features of this proposal are as follows:

(1) The proposed head of the Alumni Placement Bureau at Lehigh is to be

given the rank in the University's organization corresponding to that of Dean and is to report directly to the President.

(2) The Head of this Placement Bureau is to be fully qualified to direct:

(a) The finding of part-time work for students and the maintenance of a permanent record of each undergraduate and the placement of the graduating classes along the present lines.

(b) The development of an efficient, personalized Service of Placement and Replacement in behalf of the Alumni, including maintenance of complete files of the experience record of each alumnus, whether employed or unemployed, the clearance of information concerning job opportunities, research into new fields of endeavor, etc. It is felt that such centralized information would attract initial inquiries from industries seeking special ability.

(c) The contacting of business executives and the personnel managers of business institutions in the large employment areas, such as the Metropolitan district of New York, in the interest of Lehigh Alumni; the organization of volunteer Alumni Committees, to cooperate with the Placement Bureau in making contacts and arranging interviews in their districts.

Since making the original proposal it is now the opinion of the proponents of the plan that the centralized bureau would be more effective if located in New York City which is the most important employment center, and most accessible to both alumni and industry.

#### **Committee Gave Views**

On June 8th this resolution was referred to the Corporate Trustees by the Alumni Trustees. At the same time an Alumni Placement Committee consisting of Cadwallader Evans, '01, Chairman; F. A. Merrick, '91; and J. H. Pierce, '10, presented their views to the Alumni Trustees based on a study they made in the Fall of 1935, which was covered by a formal report dated November 7th, 1935.

The Alumni Trustees referred the New York proposal to a new Alumni Placement Committee consisting of J. H. Pierce, '10, Chairman; F. A. Merrick, '91; and Carl A. Baer, '08. This commit-

By

**James H. Pierce**

*Chairman of the Alumni  
Placement Committee*

•  
*With Remarks by*

**Dr. C. C. Williams**

*President of the University*

# MENT CASE

tee has given considerable thought to the placement problem for the past eight months, and has studied the methods in vogue at a number of Eastern Universities to determine the feasibility of enlarging the University Placement Bureau to accomplish the purposes comprehended by the New York resolution.

## Ethics Questioned

The committee approached the objectives of the plan sympathetically, and directed its efforts to ascertaining the feasibility of organizing and financing a Bureau along the lines indicated, but keeping in mind that the University is operating on what is practically an unbalanced budget. They have conferred with Dr. Williams and others at the University to ascertain their views as to the possibility of an increased Placement Budget, and find that there is a question in the minds of President Williams and certain of the Trustees as to the ethics of transferring from the operating funds of the University additional money to be used for Alumni activities. The operating funds of the University come from the following sources:

Alumni Fund .....	5%
Greater Lehigh Fund.....	8.6
Other Endowment (Packer, etc.)	11.5
Student Fees and Expenditures	65.2
Other Sources (restricted endowment, etc.) .....	14.2
	100.0%

The Endowment Fund and the Greater Lehigh Fund as well as certain other sources of revenue are earmarked for special purposes, and inasmuch as only 53.5 per cent of the budget is spent on the instruction of the students, and students' fees total in excess of 65 per cent of the operating income, the question arises as to the ethics of diverting these funds to Alumni use, irrespective of the merit of the proposal.

It is the opinion of the Alumni Committee that a centralized bureau, organized to carry out the purposes of this resolution would require an annual budget of \$18,000 to \$20,000 and, of course, this immediately brings up the practical question of the method of financing this expenditure.

The amount of money estimated above to finance the Placement Bureau exceeds the budget of such typical departments as Civil Engineering, Geology, Metallurgy, History, etc., and assuming funds were not provided from outside sources, it would be necessary to discontinue some one of these instruction departments or otherwise curtail the As-

sociation's educational program to support a Placement Bureau as comprehended.

One recommendation is that the money might be raised from additional Alumni dues if it were required that these dues must be paid by each Alumnus before receiving the benefit of placement service and that, in addition thereto, the beneficiary of placement should pay an amount approximating 5 per cent of his first year's salary or salary increase.

Should the above be inadequate the Alumni might be willing to raise this fund annually by separate subscriptions, until the Bureau is self-supporting.

## Central Point Needed

Assuming funds were available, the question as to whether this bureau should be operated as a central bureau from the University or from New York City must be decided.

There is a division of opinion among Alumni as to the advisability of the University operating a centralized bureau. One thought advanced is that this should be a function of the Alumni and not the University which is organized for educational purposes, and that strong Lehigh Clubs in certain good employment centers might undertake placement services in the interest of their members, and in so doing they could operate on a reasonably small budget, particularly if some member of the Club were willing to volunteer his services in making contacts with Personnel Officers and in exchanging information as to available jobs with other clubs and with the University Placement Bureau. This group feels that if placement service were started in this manner and proved a success, that it could be extended to other centers and could finally be coordinated and consolidated into a central bureau.

The opposing view is that the Centralized Bureau, headed by an exper-

ience Personnel Director, could function more efficiently and continuously in the interest of Alumni than scattered voluntary Alumni groups. Also that a Centralized Bureau with its files covering all Alumni would attain a prestige which would attract more and better job inquiries from business groups.

Both sides of this question have been thoroughly discussed among the members of the New York Lehigh Club and others, and on February 17th the Board of Governors of the New York Club passed a resolution "asking the Alumni Placement Committee to supply a review of the Placement situation and that the Alumni Secretary publish such statement in the ALUMNI BULLETIN which is to be mailed to all Alumni, including therein such statement as the President of the University may wish to make."

A questionnaire is attached for those who desire to express their views, and this questionnaire should be mailed to James H. Pierce, Scranton Electric Building, Scranton, Pennsylvania, no later than May 1st so that the Committee may analyze these replies before presenting their report to the Board of Directors in June, 1937.

## BY DR. C. C. WILLIAMS

I greatly appreciate the courtesy of the invitation extended me by the resolution to comment relative to the plan for an enlarged placement bureau. In the interest of space, my comments will be brief. Mr. Pierce's excellent presentation makes extended discussion unnecessary.

1. A placement bureau having a budget of \$18,000 could not be financed by the University at present. There simply is no such sum available without seriously invading the educational program, and the results of such an invasion would be unpredictable.

2. To attach to the University an ambitious alumni placement bureau on a

View of Placement office. Director Morgan is at extreme left.



fee basis with responsibility for its satisfactory operation placed on the University administration would likely cause more ill-will than good-will toward the University. No agency can procure jobs when none is to be had. The federal government with billions at its disposal has failed in the effort. Alumni who had paid fees and been disappointed in not obtaining satisfactory positions, would inevitably become more or less bitter.

3. On the other hand, the University should continue to serve the alumni in respect to employment as best it can, but freely, as befits an alma mater. Professors and the present modest placement bureau are happy to serve and can do much in a very natural way; indeed an elaborate bureau could not do proportionately more. The benefits to the University will be greatest if the obligation on the part of alumni for such service remains a debt of gratitude rather than being liquidated by a money payment. I could cite many instances from my experience to support this point.

4. An enlarged bureau placed at the University would presumably displace the present bureau, the director of which is an alumnus who is doing a perfectly splendid job in this position.

5. Any such enlarged bureau as proposed, if it is to be supported by fees, should be entirely separate from the University and located in large cities where instant contact with employment situations can be maintained. Employment after two or three years from graduation depends more upon experience subsequent to graduation than it does on one's college record. Hence, there is no inherent advantage in putting the bureau at the University; on the contrary, the delays incident to distant communication offer a positive obstacle to an effective alumni employment agency at the University. Divorced from the University, the proposed bureau would not conflict with, nor overlap, the excellent work now being done by the placement bureau for seniors and undergraduates. I commend, therefore, the change in the plan, which, as I understand it, is not to connect the proposed bureau with the University, but to set it up as an independent agency by and for the alumni. It would thus have the greatest chance of success, and if it should fail, it would not have destroyed the things of value which we now have.

The large scale placement bureau at the University of Pennsylvania, commonly considered to be one of the most successful, is directed by a Lehigh man, Charles E. Clewell, '05, a Professor of Electrical Engineering. Some of its outstanding characteristics, taken from its publications, are of general interest and to those who are unfamiliar with such agencies, may be instructive. The information was taken from the pamphlet of regulations and copies of the Placement Review which Dr. Clewell very kindly furnished Mr. Cornelius.

It is included as an appendix because of its value as an example and because a Lehigh alumnus has had an important part in its development.

The service comprises central offices and thirty-two divisional offices throughout the University. Each divisional office is in charge of a placement officer appointed by the President of the University, who has complete supervision of the placement regulations between the Placement Service and his own department.

Students and graduates are expected

#### QUESTIONNAIRE

1. Are you satisfied to continue with the present Placement plan under the direction of the University within present budget limitations?

Answer Yes or No.

2. Are you in favor of an Alumni Placement Bureau along the lines of the New York Club's proposal?

Answer Yes or No.

3. Are you now a paid-up member of the Alumni Association?

Answer Yes or No.

4. If not a paid-up member, would you be willing to become one if this plan is put into effect and in addition pay the 5% fee for being listed for placement or salary betterment?

Answer Yes or No.

5. If a separate subscription is advisable to underwrite this expense in advance for the first few years, indicate how much you will contribute.....

6. Are you in favor of an Alumni Placement Bureau to be organized by Alumni Clubs?

Answer Yes or No.

to interview the placement officers in their respective departments. The service also includes the Alumni Representative plan extending throughout the country, whereby non-salaried alumni in the larger urban centers take specific responsibility in placement, cooperating with the central offices of placement.

The service has been in operation ten years and is reported as increasing in effectiveness.

The Placement Service is supported by the placement fees to the extent of about one-fourth of the total annual expenditure and by concessions to the extent of about three-fourths. These concessions include car parking at university events (the largest item), service

stands, laundry agencies and a photographic agency. The car parking concession accounts for nearly half of the total receipts in the budget and fees amount to a relatively small proportion.

A registration fee of \$2.00 is paid by all alumni at the time of registration with the service, which is supposed to cover the cost of gathering the candidate's credentials but not to relate in any way to placement. An annual renewal fee of \$1.00 is required to keep registration active. The initial registration fee is waived for seniors who register before graduation, but the renewal fee is required.

In case of a University placement (as defined) a placement fee equal to one week's salary is payable within 30 days of the date of beginning work. For part-time or temporary positions, the placement fee is 10 per cent of the money earned, payable monthly during the continuation of the work.

Sometimes a placement results from merely forwarding the credentials of a graduate. This is called a participating placement, for which a fee of one-fifth of a week's salary is exacted.

In order to avoid misunderstandings concerning the payment of fees, the bureau gives a rather technical definition of "a university placement" as follows: "Whenever a position is called to the attention of a candidate or a candidate is suggested to an employer by any one of the various placement officers, or by the central office of the University Placement Service, or when the University credentials of a candidate are forwarded to an employer, and as a result of any one or more of these causes, the candidate is accepted by the employer and the position is accepted by the candidate, it is construed as a University placement and the successful candidate is required to pay the University fee covering placement."

The University Placement Review issued quarterly appears to be essentially self supporting. Its numbers contain items of interest concerning the service and concerning vocational outlooks and general vocational matters.

A large part of the efforts of the service is devoted to assisting undergraduates in finding part-time employment and in administering the N. Y. A. program. The number of alumni placements over the last four years averaged 105 per year, and the number of placements of students was about 3,400 in 1934-5. The percentages of registrants represented by these figures is not available.

While the University of Pennsylvania placement service is somewhat less extensive, judging by the size of the budget, than that suggested by the New York Lehigh Club (about two-thirds as large a budget) it has interest in that it suggests a picture of the form which such a bureau in a large city may take. Of course, the large proportion of the resources of the placement service which

(Continued on page twenty-two)





# "Bosey"

*"When the goal ahead is an endless fight  
Through a sunless day and a starless  
night,  
Where the far call breaks on the sleep-  
er's dream,  
Only the gamefish swims upstream." \**

To Lehigh alumni that poem can mean only one person — "Bosey" Reiter.

Whether it be the banquet hall or the gymnasium before a big game, any alumnus who has attended Lehigh since 1910 and many an older man who has learned to know "Bosey" in the years since then, can close his eyes and picture the sheer grit and power that he expresses in reciting this poem.

## Lived His Philosophy

Then, an outsider might say, this "Bosey" must be an orator. Well per-

haps he is, but not in the common view, for "Bosey" speaks from the heart and, more important, he has lived his philosophy of life — lived every line of the poems he recites. He was living them before they were written.

For back in the late 1870's, Howard eldest of five children in the Reiter family was living in the old Girard Park residential section of Philadelphia, the son of a middle-class family. Here was a boy who might never have known the cheers of the crowd, might never have aided in the winning of a big football game in the last minute, might never have gained a college degree, or have won a popular girl as his wife if he hadn't been primarily a "gamefish" who swam upstream.

So it was that he went to his uncle's farm in Bala at an early age to work

at about \$8.00 per month, driving a team into market at 2 a. m. each day and selling vegetables to market customers. It was tiring and monotonous work and was broken only by the weekly trip to church, five miles away. Here young Reiter met the preacher and became interested in entering church work but he realized that there would be ten to twelve years of education necessary and that very little help could be expected from his parents.

Hard? Perhaps, but "Bosey" took the chance and entered Pennington preparatory school, working all summer as a lifeguard at Ocean Grove to pay the fees. His family did their best to help and later the eldest son repaid this by aiding his two brothers in getting an education.

## Began Sports Career

Even in Pennington, the athletic ability which was to make him a Princeton sensation, began to give evidence of itself. "Bosey" was captain of baseball and football and while the football team failed to defeat Lawrenceville, the big rival, there were plenty of tough games with the flying wedge as the principal weapon of offense.

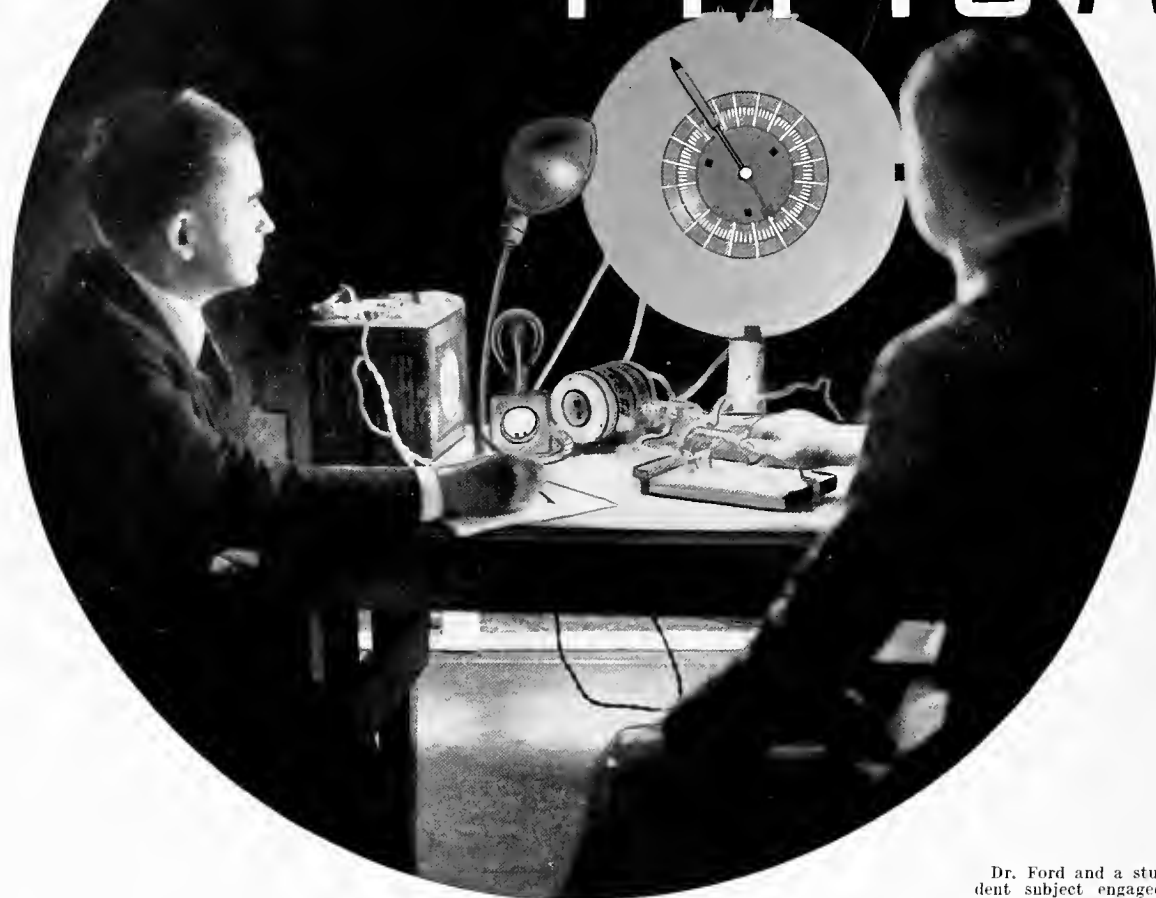
Then came the next step — Princeton in 1894, and again finances, the most demanding problem, were solved by selling shoes, managing the boarding house and continuing the summer work as a lifeguard.

In the sports, "Bosey" went at it with a whole heart. There being no eligibility rules, he went out for football, baseball and class wrestling and strangely enough it was the Lehigh game that gave him a broken rib and kept him on the bench

(Continued on page nineteen)

\*From the poem by Grantland Rice.

# TYPICAL



Dr. Ford and a student subject engaged in timing studies.

*That's what we are----but it's the psychologists' job to reduce us to a formula and this article tells how it is done in Lehigh's research laboratories*

There are certain stubborn certainties in the nature of people grimly or humorously described as "typically human."

The ideal political system, economic organization, or educational plan, seems destined always to fall some distance short of Utopia because of the fact that men will always behave like human beings.

One of these certainties is the type of human conceit which generates an avoidance of any theory or principle contrary to the goals and ambitions of this supposedly high-order mammalian vertebrate. For such is the nature of human intelligence that a common fallacy is erected on the postulate that human behavior is infinitely variable and therefore unpredictable.

That the trends of human behavior, *en masse*, have relative degrees of predictability has long been known by insurance statisticians, who are but one of many types of investigators who know that the doctrine of the complete uncertainty of human behavior springs from a fear of facing psychological facts.

#### Embarrassing Certainty

If psychology has had difficulty in convincing the man who refuses to find law in human behavior, there is a more embarrassing certainty, — the man who fully expects every problem in human conduct to be solved by a kitchen recipe.

If you are caught speeding, turn to Rule 79, Subhead 46, in the Manual of Applied Psychology, and "How to deal with traffic cops" should give an example of

a really practical kind of psychology.

Now if this manual also contained sections on "How to settle strikes" and "How to make the board of directors agree" we should be getting somewhere. "How to make the boss give you a raise" possesses some wonderful utilitarian possibilities. Think of the amount of suffering which could be eliminated by a section on "Procedures for those who have been jilted."

We have a suspicion that occasionally students at Lehigh elect courses in psychology expecting just this! In fact we know that certain students have remarked that they "got nothing out of psychology," and we fear that we, too, must deal with the typical humanness of our materials.

Certainly the man who expects to have a psychologist lay down a few simple rules for predicting human behavior, doing for the operation of the brain what Ohm's Law does for electrical apparatus, is even more illogical than the person who asserts there is no predictability at all. This man must try to comprehend the significance of the fact of

# HUMANS

the complexity of human reacting mechanisms, and the extensive system of qualifying conditions which must be studied statistically, weighted for relative importance, and assembled with even more care for the kindergarten rules of research than in any problem ever found in the physical sciences.

Psychology was the most recent child to adopt voluntary weaning from the old mother, philosophy, from whom such subjects as mechanics, optics, chemistry, and medicine originally came. Philosophy, at each parting with the offspring, has never felt that the child was prepared for independent living, and has always worried for fear awful blunders would be made.

Each of these sciences, once it has asserted independence, has turned immediately to *fact finding* as its greatest need, believing that generalizing and hypothesizing can be more reliably done *after* we have a rich aggregation of data, not before. The result of this break in method of approach has been a progress in science, during one century, greater than for the entire world's previous history!

## Adopt Same Goals

Psychology is no exception to the trends of all modern science. It was a little less than six years ago that a new psychological laboratory was established at Lehigh. We have adopted the goals indicated by the practice of almost every university of the first class; namely, the organizing of experimental and observational data-collecting for two purposes: (1) the classical science activity of assembling principles leading to a systematic subject, and (2) the discovery of ways of becoming useful in the affairs of every-day life.

A really remarkable thing has happened in American universities, with respect to psychology in just the last six years. There was a time when we went to Europe to study psychology. In the past six years, almost under our noses today, a majority of the world's most famous scholars in psychology have been gravitating *toward America*. We have the best laboratories in the subject the world has ever known, and the competence of the workers, scientifically, has been attracting attention across the Atlantic.

Our new laboratory at Lehigh was forced to struggle with the cramping conditions of an industrial depression. Gradually we secured equipment for elementary instruction. Then we managed in some manner to find the means for more advanced instructional materials. This

year sees the first research contributions from data collected in this new laboratory, four articles appearing in research journals of good standing. The most difficult period is happily past.

## Problems Available

It is not difficult to find practical problems for research in psychology. Out in a midwestern state a trio of gunmen drive up to a bank, loot the institution at the point of pistols and sub-machine guns, rush out to their car and drive off in the direct field of vision of a dozen or more witnesses. Can you find from these witnesses the facts which will identify the robbers or their car? Generally you can not.

A few years back the Pennsylvania Bureau of Motor Vehicles furnished the Lehigh Department of Psychology several hundred license plates of a variety of colors, numbers and shapes. A principle is uncovered that there is an inverse, but definite, relationship between the number of digits on an automobile plate and the probability of reliable recognition.

In psychology it is a fact of ancient history that the span of attention, under conditions of practical observation, cannot efficiently encompass six digits or more. Today Pennsylvania is one of the few states restricting the number of digits on an automobile license plate to *five or less*, and it is doing it with a system which is feasible for any state no matter how large the present car registration.

Engineers and business men often picture important facts by the use of bar-graphs, where the height of a black column is proportional to something or other. They think they can see the relationships better with this device, and probably they are right. But Professor Graham finds some rather interesting optical illusions in these bar-graphs, making it at least possible that in some particular situations an engineer or a business man may view the facts thus shown in a distorted fashion, even though the drawing is strictly "to scale." The trouble is not in the drawing, but in the peculiarly human perceptive behavior.

## How Many Cubic Inches?

Manufacturers who make cans and containers of various shapes often consider the display factors when these objects are set on the dealers shelves. Did you ever ask people to state how many cubic inches they think can be contained in the various shapes and dimensions of boxes resting on the shelves of a store? Do you know that, on the most conservative estimate, your own illusion of cu-

bical estimation is certainly over 300 per cent under some conditions? Unless you have some very unusual buying criteria an unscrupulous dealer can very easily sell you a small container for the price of a large one. Better look for the content label, if there is one, the next time your wife sends you to the store.

Industrial engineers have been interested in timing the operations of employees, in order to make cost analyses of labor operations, and to set bonus or price rates for various tasks. Such an industrial engineer is doing a psychological task: *he is measuring human behavior*.

Today there are symptoms of a vast labor-management conflict, and the mistakes of human measurement, the failure to make good predictions of human potentialities, are only too suggestive of fearful consequences. In one of the recent labor-industrial pacts, industrial time study and nearly all employee efficiency research was legislated out of existence. Our Lehigh economists know what that means, but human nature being what it is, the cycle of errors will run its course.

And so we have been studying the reliability of the techniques in industrial time study, a subject which is often regarded as so simple it can be intrusted in the hands of a technically untrained man. We have found that it is possible to secure responses from a good timer, ten times more accurate than a good stop watch, and we have also secured judgments as accurate as a high speed motion picture camera. But we have also found timing techniques, commonly used, so bad that the data was worthless.

## System Without Data

A much used system of time study is filled with unproven assumptions and has the appearance of an accuracy it does not possess. It presents neat curves, plotted on cross section paper, *without the first scratch of data warrant behind them!* This is the kind of psychology perpetrated by engineers who have graduated from colleges where psychology is not required.

Today, at Lehigh, psychology is a part of both the business and the industrial engineering curricula. The subject may

*(Continued on page twenty)*

By

DR. ADELBERT FORD

HEAD OF THE DEPARTMENT OF  
PSYCHOLOGY

# What kind of a chemist?

Yes, what kind of a chemist would you be if all you had to do was fill one test tube with a solution — and couldn't fill it?

Well, in this campaign for the addition to chemistry laboratory that's just the position we're in. We're all "beaker boys" trying to fill our class test tubes with a contribution from every man, and some of the classes have proved already that as chemists they are A-1.

Those test tubes have valuable contents in them. They are saturated solutions of good will, loyalty to Alma Mater and personal contributions, thoroughly mixed. No wonder they must be filled slowly—it's a rare combination.

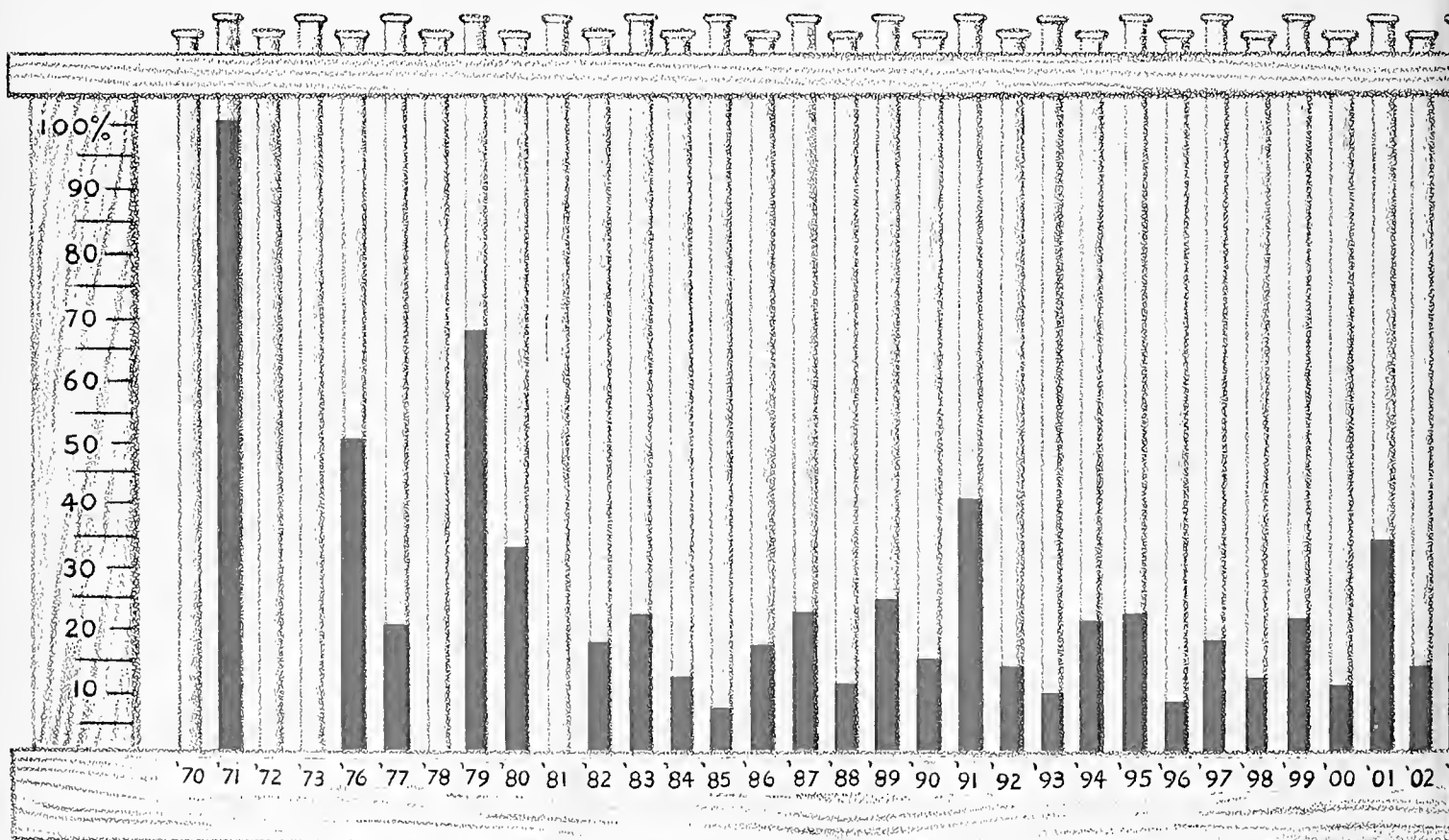
But the time is not up. This is only the half-way mark and the final results will be posted on Alumni Day for all the classes to see. If your class is not at the top now it is time to begin the final drive.

Last June, at the Alumni Association meeting, the desperate need of an addition to the Chemistry Laboratory to take care of the students in their laboratory work was pointed out. By unanimous action the members of the alumni present voted to furnish the Uni-

versity with the necessary money to build this addition. A. C. Dodson was appointed Chairman of the Campaign Committee and he started at once with the plan of campaign, which is similar to that of last year. The needs of the addition were explained to the alumni through the ALUMNI BULLETIN and by the Executive Secretary at club dinners and smokers in order to make all alumni want to contribute to the much-needed improvement. As a result, by personal contact and through Lehigh Club Committees, already \$72,666.59 is in and promised. It will be necessary to raise at least \$140,000 in order to turn over to the University the required amount to pay for the addition. It can be done and we have assured Dr. Ullmann, Head of the Chemistry Department, that it will be done.

Now is the time for everyone who has not yet made a gift to the "Fund" to do so and the money will be used for this addition. Send it to the Alumni Office in Bethlehem and we will report to your club and class agent that you have contributed and you should not be subject to further contact.

At the June meeting we will have a wall chart show-



## Does Your Class Test Tube Hit The

ing just how your class stands at that time on percentage of number of givers and just how much the percentage has improved over the percentage given below.

**PICK OUT YOUR CLASS TEST TUBE. SEE HOW IT COMPARES WITH OTHERS, ESPECIALLY YOUR RIVAL CLASSES. IF YOURS IS ABOVE YOUR RIVALS, DO YOUR PART TO KEEP IT THERE. IF BELOW, DO ALL YOU CAN WITH GIFTS FROM MEMBERS OF YOUR CLASS TO IMPROVE THE PERCENTAGE.**

Every year some class agent says, "If I only had thought quicker, I could have shown my class 100 percent in contributions." Well, you have from now until June 1 to show what you can do to fill *your* class test tube. **SO GO TO IT!!!**

We are not asking for big sums but we do wish everyone to *want* to give in accordance with his individual ability. *Do not put off sending your gift in now.*

Make your plans to be back in June. Alumni Day is set for Saturday, the 12th and the Alumni Dinner, Friday night, June 11th. Be on hand at the Alumni Association meeting Saturday morning and having done your part, enjoy the celebration when the total of the campaign is announced.

We want to let contracts and break ground soon with the idea of laying a cornerstone Alumni Day and having the addition ready for occupancy by next September. It is an ambitious program but with the help of every alumnus, *it can be done. Let's do it.*

You have no idea how popular this campaign for the addition to the Chemistry Laboratory is. The following

are reactions we have received with gifts. I wish we had space for more of them.

"This is the first steady job I have had since I left college. Be sure to get me in the new Directory. I want to do something for the 'Lab.' Here is the cash."

"I want to do my part on the addition to the Chemical Laboratory. I have no bank account, so am sending a post-office money order."

"I am Mr. ———'s Secretary. He is not at all well. I called at his home today and his daughter said she knew he would want to give something to help fill up the test tubes of his old class and gave me the dollar to send you."

"Dear Mr. Cornelius:

Enclosed is a letter and check for \$100.00 from Mr. . . . ., '13, which makes a substantial donation to the Chemistry Laboratory Building Fund.

It is very cheering to us down here to know that our alumni are backing you up in your solicitation of funds for the new construction.

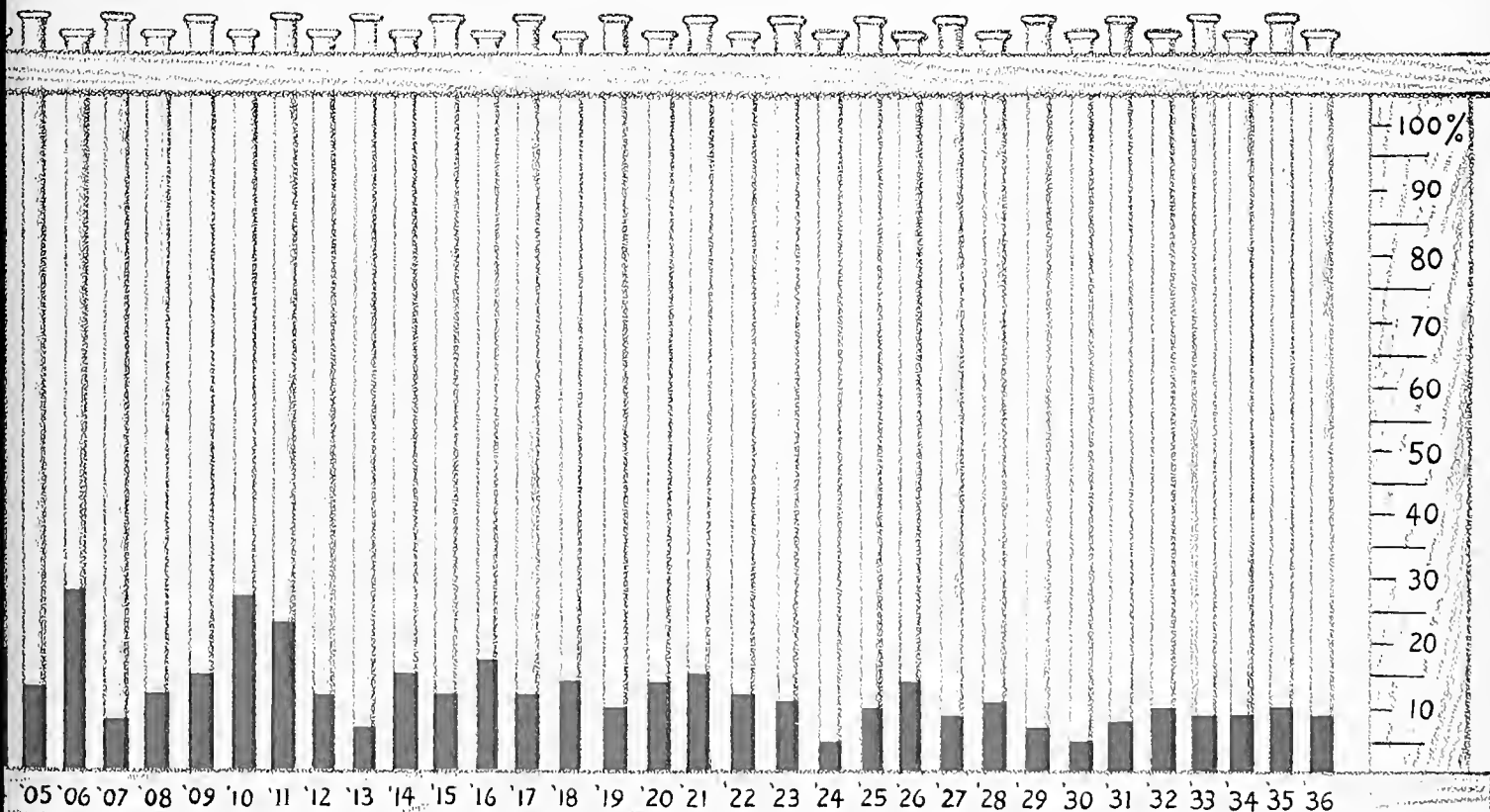
Very sincerely yours,

H. M. Ullmann."

"I might as well give you my check right now. Miss ———, make out a check for \$250.00 for Mr. Cornelius." (This man had not given a cent to Lehigh since graduation in '29.)"

Send in your gift now. Make checks payable to "Lehigh University Alumni Fund." Help fill up your class test tube and swell the total.

WM. A. CORNELIUS.



**Top? Put It There by Alumni Day!**





**L**EHIGH has a magnificent asset in the wealth of trees on the campus, in Sayre Park and in the Arboretum. Few other colleges, if any, are blessed with such an abundance so close at hand. Specimens of practically every variety of tree and shrub indigenous to the state and the adjacent region are to be found here on this campus. Steps are being taken to enable Lehigh students to enjoy greater benefit from this resource.

How much more friendly and interesting the world is when one knows the names of the trees, rocks, and flowers and something of their mode of livelihood, and of their family relationships! They offer to weary people a realm of rest free from political crises, industrial turmoil, and social apprehensiveness. The rugged oaks (a dozen kinds), the graceful elms, the glorious copper beeches, the ash and hackberry with their delicately sculptured boles, as well as the sycamore, birch, walnut, maple, hemlock, spruces, balsam, pines, larch, gingko, and a multitude of others, both deciduous and evergreen, make Lehigh a grove of learning with a charm that is so wanting in an urban college built tight on hard city blocks.

The fine lacy traceries of shadow and sunlight on the green grass of the campus slopes in June, the coolness of the refreshing shade, and the soft whispering of the leaves, make commencement time a joy and benediction. Then what a canopy of color adorns the opening weeks of college in the autumn! Every hue and tint and every degree of brilliance of hue! The ordinary color chart lists about 200 colors out of about 1,000 that have been identified and named; science says that the normal eye can distinguish about 2,000,000 colors, shadings and tints. What an infinity of chromatic variation the October woods displays! With every millionth of millimeter in spectrum wave-length, with every shift of molecule in the chlorophyll grains, from the ultra-ocular to the infra-ocular, the infinitesimal shadings yield the miracles of color in autumn woods. As the poet might have expanded his conclusion, "Only God could conceive of

## THE Prexy's Pen

anything so altogether satisfactory to man as a tree."

How unfortunate it is that the honored "grove of spreading chestnuts" succumbed to blight! Intelligence may prevent the white oaks and the elms from a similar fate. We praise Pasteur and Koch for aiding man to contend against the myriads of microscopic demons which formerly swept away whole populations; may not the saving of trees mark a further advance in a scientific civilization?

Of course, individual trees, like other living organisms, ultimately come to the end of their natural span of life. The large white oak below Packer Hall, for example, which, having stood a gaunt remnant mostly bald of leaves for several summers, was removed last fall after it had attained the ripe age of 160 years. Although skilled hands had cared for it in its declining years, age finally claimed it. What an interesting history it represented! Stirred by freedom's drum-beat, it had split its acorn and pushed through the surface mould in 1776, and under its thin tender bark, it had shivered in the winter when the sick and wounded from Valley Forge had passed on their way to the Fem. Sem. hospital. A full grown sapling, but only 10 inches in diameter at age 90 years, it had escaped the draft when Jim Myers had his saw-mill where the flag pole now stands, preparing timbers for Judge Asa Packer's college in 1866-8.

We have not made full use of our trees in our educational program. We have no courses, no field excursions, no lectures on trees, notwithstanding they stand beckoning just outside our doors. We have taken for granted the fragrance and the colorful beauty of their blossoms, their restful shade and their gracious covering of the rocky mountainside. We have not much interested ourselves in our trees either singly or collectively as a forest.

Beginning next year, we expect to make some advance in this respect. A program of labeling the trees with common and botanical names on metal tags will be initiated, first on the campus, along the drives and footpaths, and then more generally through Sayre Park and the Arboretum. As rapidly as possible maps will be prepared with locations of different kinds of trees indicated. Underbrush will be removed when necessary to allow good specimens a chance to grow symmetrically and to permit more ready access. We hope also in the department of biology to offer such courses in silviculture and dendrology as will aid students who may be interested in vocational pursuits related to trees.

*C. C. Williams*

# 37 COMES IN

## Seniors take lead in giving first contribution to social center

When a graduating senior is handed his diploma it is customary for him to toss the tassel of his cap to the opposite side.

Perhaps this tassel tossing, as much as anything else, is his gesture to the fact that he has also become an alumnus, for so far as the Alumni Association is concerned the only official welcome to the class has been the traditional visit of the class president to the Alumni Meeting in June.

True, there have been invitations for senior attendance at alumni day activities but in recent years, at least, few, if any, seniors have been present.

### Asks Senior Meeting

Aiming to remedy this situation, Cadwallader Evans, Jr., president of the Alumni Association, asked that a meeting be arranged with the class of 1937 at which time the group could be addressed and welcomed by officials of the Association.

The suggestion was accepted by "Pat" Pazzetti, III, president of the senior class, and the afternoon of March 18 was set for a general assembly of the class in Packard auditorium.

It was the intention of the alumni officials to point out the work of the Alumni Association, to review some of the projects fostered in recent years and to stress the importance of cooperation of the seniors in joining the ranks of the Lehigh graduates.

But the seniors were just as anxious to talk to the alumni representatives and it didn't take long to realize that the welcoming was going to be a 50-50 proposition.

After routine class business had been put out of the way, "Pat" Pazzetti pointed out the significant fact that the class had a surplus of \$200 in its treasury and that one of the duties of the meeting would be to determine the correct method of investing the money.

Nor were the seniors left in the dark on that subject for any length of time. Clifford Vedder came forward on Pat's invitation to read a prepared paper which suggested that the sum be turned over to the Alumni Association.

But there was more detail. Vedder explained that they, the seniors, had been holding their dances in a local prize fight palace, that is was "hot, dirty, had a low ceiling," that dramatic productions

were limited by the small size of Drown hall and that the proposed addition to the Armory (see March 1936 BULLETIN) would fill the bill.

It was Vedder's conviction that the seniors should invest the \$200 in the care of the Alumni Association to be used specifically for this purpose. The meeting was then opened for questions.

Since the proposed addition would cost \$50,000 some of the classmen felt that the \$200 gift wouldn't mean much, if anything, but the chair informed them that it was the idea of the thing and that the class would be the first to contribute to a new project whereas the gift would be overshadowed in a program now under way. It would also serve, they were informed, to point out how strongly the seniors advocated the need for greater social facilities.

It was decided however, that should the University later choose to construct an independent social building, that the gift would be so phrased that it could be applied to this project. Accordingly, the motion was put to a vote and passed. But the seniors didn't stop there. It was also decided that a committee be named to investigate the possibility of adding to the fund by asking voluntary subscriptions by members of the senior class over a period of five years.

Then Wm. A. Cornelius, executive secretary of the Alumni Association, spoke to the group. There was no need to stress cooperation by that time. The seniors had taken the kick-off and run for a touchdown already. So he approved their action while explaining that any plans for such a project would necessarily be delayed until current building plans are completely financed.

### Evans Urges Interest

Cadwallader Evans assured the seniors that their contribution and plan would be brought before the alumni group and urged that the individual men take an active interest as soon as they became alumni by joining the Alumni Association and attending the banquet on Alumni Day.

So '37 came into the alumni picture—  
(Continued on page nineteen)



Above: Clifford Vedder explains the seniors' plan for a new social center.

Center: A part of the senior class.

Below: Alumni Secretary Cornelius points the way to senior cooperation.

# The SPORTS REVIEW



With athletic activities on South Mountain in that period of transcendence between the close of winter athletics and the opening of spring sports, the name of Lehigh has been absent from the sports pages with the exception of one sport, tennis. But both the upper and lower fields have been beehives of activity, well populated with aspirants for spring football, track and baseball.

The close of winter sports came with a favorable balance in favor of the Brown and White as the basketball team defeated Lafayette and the swimmers sunk Swarthmore, but Lehigh's favorite sons, Billy Sheridan's matmen, ran into a succession of injuries and bad breaks, finished third in the Eastern and failed to score a point in the National Intercollegiate wrestling meets.

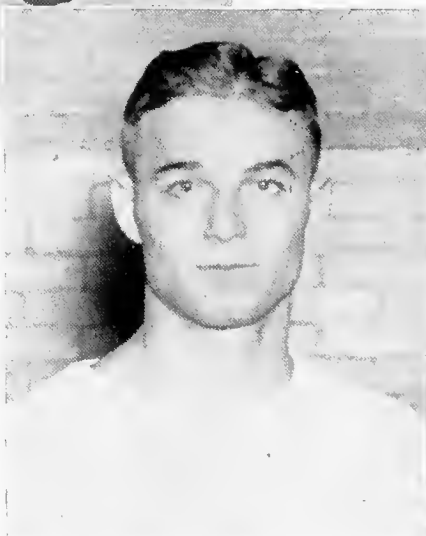
## WRESTLING

### Lehigh, 13; Princeton, 19

Frankenstein's own monster turned on him at Princeton March third as the Tiger wrestling team, coached by Jimmy Reed, once one of Sheridan's favorite proteges, overcame Lehigh 19-13.

It was either team's victory until the end of the final bout. Princeton took the lead at the conclusion of the 155-pound bout when its undefeated Tom Powers upset Lehigh's equally undefeated Dick Bishop with a 1:02 time advantage. Curt Ford put Lehigh back in the van with a stunning victory via the decision rout over Mouse Emory, incumbent 165-pound champion, but it was the last bout Lehigh was to win that evening.

In the 175-pound tussle Joe Gifford, a barrel-shaped grappler, who gives the appearance that it would be just as easy to jump over him as it would be to walk around him, swarmed over Walt



Wells, wrestling with a bad knee, and emerged with a three minute time advantage. The tension was terrific as Myron Sterngold and Princeton's 240-pound Charles Toll took the mat for the deciding fracas. Toll was too big and threw Sterngold with bar and chancery in 1:08 of the first referee's period.

In addition to Ford, other Lehigh men to score victories were Rudy Ashman who continued his string of victories by throwing Dick Harding in 2:55 with a bar and chancery, and Gus Hagerman who disposed of Fred Capers with the same hold in 9:55.

### Lehigh, 23; Navy, 15

Lehigh staged one of the most thrilling finales to a dual meet season ever seen in Taylor Gym when, on March 6, Dick Bishop and Curt Ford, each wrestling a class above their normal weight joined with Sterngold to score three successive victories over Navy and turn a 15-8 deficit into a 21-15 victory.

By  
**Bob Moore, '38**



*Upper left: Dick Bishop pins Smith of Navy to aid Lehigh in taking its last dual meet.*

*Center: Dick Bishop, elected captain of the 1938 wrestling team.*

*Right: Captain Rudy Ashman pins Princeton's Palmer to take the 126-lb. Eastern Intercollegiate title.*

Forced to wrestle in the heavier classes because of Wells' injury, both Bishop and Ford made short work of their Middle opponents. Bishop pinned Bob Smith in 3:52 with a typical hold—a body scissors and half nelson. Ford was even less lengthy in his task and tossed Carson, brother of a Lehigh freshman with an arm and headlock in 1:47.

Again the final outcome of the meet rested with Sterngold. And this time he came through with flying colors. Facing Navy's gigantic Bob Player, he took him down in short order and remained on top for the greater part of the time to pile up a 6:41 advantage.

Also, for the second time in as many meets, it was Ashman and Hagerman who kept Lehigh in the running during the early part of the meet. Ashman scored his customary five points, throw-

ing Joe Conrad in 47 seconds of the referee's period. The hold was called upright tilt. Hagerman took Dick Le down early and came out with an time advantage.

Two members of the Lehigh team evening, Tom Deily and Lon Girc wrestling in the 155 and 135-pound s respectively, competed in their first sity meet. Although game and wil both were forced to succumb to sup experience and were pinned. Leh, 118 pounder, Walt Allen, also yielded points to Navy, slipping into a half son and body press in 2:55 of the referee's period.

#### Eastern Intercollegiates

Punctuated by one of the queerest currences in the 33 meetings of the sociation, the E. I. W. A. met at Leh March 12 and 13 and saw an excepti ally strong Penn State team take vantage of everything that come th way and amass a record total of poin 35, to take the team championship.

A precedent was set for all futu meets when a bout, started on Frid night, was brought to a conclusion at o'clock Saturday morning. Sterngold a Joe O'Dowd of Penn State were i volved, and it was brought about by a timer's error.

The two came together in the heavy-weight semi-finals. At the end of the regulation ten minutes, it was announced that Sterngold had won with a 1:11 time advantage, Lehigh fans gloated. But in calculating the time, someone had figured that there were 100 seconds on the clock face instead of the customary 60. This reduced Sterngold's time advantage to less than the minimum requirement of a minute and two extra periods had to be wrestled Saturday morning. The error had been discovered too late for anything to be done that evening and O'Dowd rode to victory in the extra periods. The association later decided that all decisions, once made, shall be final.

Lady Luck definitely did not smile on Lehigh that week-end. She laughed. Entering the meet with two of Lehigh's wrestlers, Wolcott and Wells, nursing injuries, the Brown and White was able to gather but one champion, Rudy Ashman, and finished third behind Penn State and Princeton. Lehigh's 18 points marked the smallest total in years for a Sheridan coached team. Princeton, although second, a notch higher than last year, scored 25.

It was a bad week-end for defending champions, Dick Bishop, title holder at 155 pounds, again met defeat at the hands of Princeton's Powers. It was a great bout between two great wrestlers. Bishop resorted to every trick at his command, but was unable to cope with Powers' apparent superior strength and lost by a 2:41 time advantage.

Curt Ford, at the end of the first seven minutes of his final bout with Joe Krupa of Penn State was apparently well on the way to a crown. He was in possession of a sizable time advantage,

wait went the tournament with him and took it right into the finals. It was a courageous display of arm wrestling. He relied on a double wristlock almost exclusively. The veteran Nittany Lion, Ross Sehaffer, had a little too much on the ball, however, and when Wells further aggravated his knee in his final bout with the Penn Stater, he was forced to default.

Both he and Ford, who was injured in his bout for second place, took third automatically while Dick Bishop won a second. One bright spot in the meet from the Lehigh angle occurred when Walt Allen wrestled his way to a third place in the consolation bouts.

#### National Intercollegiates

Minus Ashman, victim of a dislocated vertebra, and Wells and Ford, the Lehigh wrestling team set out for Terre Haute for the nationals. But this was not Lehigh's season on the mat. Only one wrestler, Bishop, succeeded in winning a bout. He was eliminated in the semi-finals. Allen and Hagerman were eliminated in the first round and Wolcott and Sterngold drew byes but were put out in the second bracket.

Dick Bishop continued his path in the footsteps of his brother, Ben, when he was elected to lead the wrestling team for the 1938 season. He is a junior in the Arts College and a member of Phi Gamma Delta.

## BASKETBALL

#### BULLETIN

As this issue goes to press, it is announced that Carl Kohl, '38, has been chosen to lead next year's quintet.

#### Rutgers, 67; Lehigh, 24

The powerful Scarlet basketball team, well established as one of the East's leading exponents of the sport, demonstrated to everyone's complete satisfaction why it deserved that recognition by trouncing Lehigh 67-24 at New Brunswick.

Bill Lins, Rutgers captain, led the carnage, scoring 18 points. He was closely followed by the stellar Lepine and Jerry Jerabeck, who rang up ten apiece. Second scoring honors, however, fell to Lehigh's diminutive forward, Earl Russell who dropped in half a dozen field goals and a foul for 13 points.

#### Lehigh, 33; Lafayette, 26

Russell again went wild on the court as Lehigh brought the basketball season to a satisfactory finish by overcoming Lafayette 33-26. He led both teams in scoring as another batch of six field goals was coupled with a pair of fouls for a grand total of 14 points.

It was a first-half lead of 20-9 that enabled Howells' men to end the season with a victory. In the second half the Leopards, helped by long shots by Thon and Wild crept a little nearer, but never threatened.

## SWIMMING

The Lehigh swimming team completed its most successful swimming season in years when it splashed to a 47-27 victory over Swarthmore, March 6, in the loser's pool. Two defeats were suffered at the hands of Pennsylvania and Princeton, while additional victories were won over Delaware, Johns Hopkins and Lafayette.

Captain Karl Jacobi set a Swarthmore pool record when he negotiated the 200-yard breast stroke in 2:38 to better the

(Continued on page twenty-one)

# Club

officials.

Sergeant Feisler told of the years that had been made at Sing Sing since the days when he first was employed by the penitentiary—29 years ago. Then

the Supreme Court question by suggesting that the Three Old Men (field football officials) be given younger blood by



**SING SING'S FEISLER**  
*His hand flicked . . .*

letting some Lehigh students help them with their decisions.

Turning to the problems of higher education, he stated that he believed it was achieving its purpose in developing those capacities of youth which contribute most to social improvement and to enable them to understand as fully as possible the world civilization in which they must live. He further indicated that Lehigh would continue to present basic training and leave the courses in tap-dancing, etc., to those who care to present them.

## Lauds Harmeson

He ended by discussing the enrollment which is limited to 1,500 paying students and paid tribute to Coach Glen Harmeson for his ability but especially for his fine example of clean living, and good sportsmanship that he presents to the boys.

The final talk was by R. A. Atkinson who briefly described the work of the Boys' Club, its founding, and the suc-

*Above, at Harrisburg meeting: J. D. Sacastio, Ashley DeWolfe, Earl Schwartz, P. W. Woodring.*

*Center, at New York meeting: Morton Soltzer, W. J. Maguire, and Geo. (Jake) Shorts.*

*Below, at Southern Anthracite meeting: H. R. Randall, F. W. Bentley, E. F. Reiman, M. J. Colitz, A. C. Palmer, and A. M. Rice.*





# M Notes



TOASTMASTER MACDONALD  
... his meeting, a success

cess it is achieving in making better citizens of unprivileged children. He urged cooperation in the work in every community.

Attention was called to the New York Club-Cities Service broadcast with a dance for club members and guests afterward on April 16. Details of this meeting will be found in the next issue of the BULLETIN.

## HARRISBURG

In spite of a Spring blizzard, 50 members of the Central Pennsylvania Lehigh Club and guests gathered at the University Club in Harrisburg on March 15 for a dinner to precede a joint meeting with members of the University Club.

While the meeting was mentioned in the March BULLETIN, additional details are given here.

The guests were Dr. Harvey A. Neville, associate professor of chemistry, Wm. A. Cornelius, executive secretary of the Alumni Association and R. F. Herrick, BULLETIN editor.

Three photographs at Harrisburg meeting include, left to right:  
Above, F. A. Rushong, D. M. Horner, A. B. Grubmeyer.  
Center, R. L. James and C. U. Shank.  
Below, C. R. Berner, R. Hartzell and M. J. Kay.

At the close of the dinner-meeting which was devoted to a personal get-together, there were brief talks on campus activities and the Harrisburg fund drive was started.

The joint meeting was attended by about 50 members of the University Club and 10 additional Lehigh men who had been detained at a previous meeting of engineers. Dr. Neville addressed the group on "Chemical Light on Advertising Lure" and with subtle humor and a variety of examples, explained the simple nature of many ingredients behind the table on the bottle.

The meeting was considered outstandingly successful and served to uphold Lehigh's prestige in the opening of the collegiate series by the University Club.

## DELAWARE

The newly organized Lehigh club of Delaware held its opening meeting at the University Club in Wilmington on April 7 with a good representation and Wm. A. Cornelius, alumni secretary, as guest speaker.

The meeting was an informal one and Mr. Cornelius devoted his remarks to the correct procedure in building a successful club and launched the fund drive

in that district. Members were charged 75 cents and beer and sandwiches were served as refreshments.

The committee in charge was headed by A. G. Wuerthrich, '23, and included R. G. Benner, '29, G. H. Cross, Jr., '30, J. H. Booker, '32, and R. N. Laftman, '33.

## YORK

The York Lehigh Alumni Club met at 6:30 p. m. in the Yorktowne Hotel, Monday, March 8, 1937. The meeting was presided over by President J. L. Rosenmiller.

R. H. Raring, Met. Eng. 1936, now with the American Chain Company was welcomed into the group.

The minutes of the preceding meeting and the financial statement as of May 2, 1936 were read by Dorsett and approved.

President Rosenmiller appointed L. D. Menough and B. T. Root as co-chairmen of the committee to head up the Alumni Fund drive for subscriptions toward the Chemistry Laboratory Fund.

Ben Root gave a brief outline of his plan for attacking this drive. This he thought could best be carried on in the same way that the Library Fund drive was worked. Cards will be sent to all

(Continued on page twenty)





# In the NEWS

elected as a member of the board at a recent meeting in New York.

Perhaps his most publicized work has been the development of the new Devoe "2-coat system" which was used by more than 100,000 home owners last year. His election to the directorate was interpreted as additional tribute to this research.

\* \* \*

Harry C. Archer, '37 (Jan.) has taken a position as a reporter in the London Bureau of the United Press and has been assigned to cover forthcoming Coronation ceremonies. His articles on the preliminary phases of the event have already been syndicated in South American and United States newspapers.

\* \* \*

Samuel D. Warriner, '90, for years president of the Lehigh Coal and Navigation Co., has been named chairman of



**SAMUEL D. WARRINER**  
*To a new position.*

the board of the organization and has been succeeded by J. H. Nuelle as chief executive.

Mr. Warriner's entire career has been devoted to the mining industry and in 1934 he was chairman of the Anthracite Operators' General Policies Committee in which he led the hard coal operators of Pennsylvania in their contests with organized labor. John L. Lewis, organizer of the C. I. O. was an early antagonist of Mr. Warriner's in these issues.

\* \* \*

The Lehigh chapter of the "Roosevelt for King" Club, founded by Wm. McCollum, '37, and a group of undergraduates after a similar club at Yale, has rallied 100 student members to date.

Publicized have been their telegrams to government officials on the Supreme



**"KINGMAKER" MCCOLLUM**

Court question. To General Johnson they telegraphed, "... we appoint you supreme court jester, a position for which you are admirably fitted." To Attorney General Cummings, whom they appointed Lord High Executioner, they wired "Your duty shall be to handle all justices who do not know that the king can do no wrong."

\* \* \*

Two substantial bequests in which Lehigh University has been named as legatee have been announced during the past month. The will of Roy R. Hornor, '99, leaves \$25,000 to set up a Roy R. Hornor Research fund for original research in metallurgy and inorganic chemistry, according to the *Associated Press*. Lehigh is also residual legatee in the estate of Edward C. Ewing who died recently in Leatherwood, W. Va. The money bequeathed to Lehigh will be dedicated as a memorial to his sons, the late Nelson J. Ewing, '11, and Wylie B. Ewing, '14.

\* \* \*

Leading light in the annual Military Ball was Pat Pazzetti, III, president of Scabbard and Blade, president of his class and football quarterback.

Leading visitor was Irene Rich, stage and screen star, whom Pat introduced to the crowd and awarded an honorary membership in the society. For this Pat received two kisses, one of which the camera caught. Other guests were Brigadier General Perry L. Miles and Miss Maude Monague of Beaver College, the beauty queen.

**IRENE RICH AND PAZZETTI**



Two Lehigh men figured in the *Philadelphia Inquirer's* account of the recent State coal regulation parleys at Hazleton.

In response to a suggestion that a permanent State commission be appointed to regulate operators and labor, Donald Markle, '16, president of the Jeddo-Highland Coal Co., said that he would "seriously consider" any State or Federal supervision, "if it can be kept free of politics."

Charles Dorrance, '07, president of the Penn Anthracite Collieries, joined Markle in declaring that bootlegging will injure the coal market permanently if unchecked.

\* \* \*

Jacob Blaustein, '13, president of the American Oil Co., and executive vice-president of Pan-American Petroleum & Transport Co., has announced that he will retire as an officer at the forthcoming meeting of the company. Blaustein is one of three leading American and Pan-American oil officials who will announce their retirement this year.

\* \* \*

According to a statement by Alvin Macauley, '92, president of the Packard Motor Co., the company is entering peak demand months of the year with the largest production, payrolls and employment in its history. The *New York Times* reports retail sales to have increased 82.8 per cent and net income to equal 47c a share.

\* \* \*

Dr. James S. Long, '13, former Lehigh professor in the department of chemistry and now director of research for the Devoe & Reynolds Co., has been

**DR. J. S. LONG**



tion with the Lehigh-Lafayette-Rutgers dinner and the other a smoker.

Pennington called on the Executive Secretary to tell the fellows something about the University and alumni doings and particularly how the campaign was going for the necessary funds for the much-needed addition to the chemistry laboratory.

The officers, with probably some others, will constitute themselves as a sort of Activities Committee to arrange various things that could be undertaken by the club for the good of the University. Pennington announced that Sub-Freshman Day is scheduled for May 1. After the meeting adjourned the fellows lingered around for quite a while, getting better acquainted and talking over old times at Lehigh.

## BETHLEHEM

The Alumni Fund Campaign in the Home Club district got under way with a bang on Wednesday evening, April 7, when the committee met informally at the Bethlehem Club to outline the details of the campaign and to discuss methods of contacting club members.

The campaign as outlined by Chairman John Marshall '20, follows the plan being used by most of the other Alumni Fund committees, and he and his aide, Caleb Kenney, '10, were much pleased with the splendid response of the committee. Cards were distributed among those present, and Marshall expressed the hope that when announcement of the total amount collected is made in June the Home Club would be one of the top ten both in number of contributors and in amount of money raised.

## The Sports Review

(Continued from page fifteen)

old mark by some 14 seconds. Frank Washabaugh and George Adams shared scoring honors with two victories apiece. Other Lehigh firsts were gathered by Shoemaker in the dives and by the medley relay team of McMillan, Jacobi, and Adam.

## BASEBALL

Two worries occupied Coach Bob Adams as he sized up the squad of 40 candidates that reported for baseball this spring. A catcher to replace chunky Bob Bard, last year's backstop and a first baseman to replace Harry Milbank, now going around with his arm in a sling as the result of an operation to adjust a football injury, must be found.

According to Coach Adams, it had appeared that this year's team would be one of the best in recent years — until Bard transferred to Springfield and Milbank hurt his arm. The club seems well fortified with pitchers with Frank Lucard, Red Imbt, Johnny Cooney and Lloyd Ramsay, holdovers from last year joined by Stanley Paist, a transfer from

Navy where he won his letter his sophomore year, and Rudy Schlittler, last year's frosh star.

Captain Joe Oller is back at third base with hard-hitting Frank McKaig at shortstop again. Flashy Jack Barry seems to have the second base job well in hand, but first base is a problem. At present Adams is experimenting with Cooney, a southpaw pitcher, on the initial sack.

Lehigh should have a capable outfield this year. Dave Scott and Lou Pennington have returned. Frank Lucard, one of the heaviest hitters on the squad will patrol the outer gardens when not doing mound duty, and there is Payton Nicholas, leading slugger of the 1936 frosh squad.

The team will play an 18 game sche-



A scene awaiting those who return for Alumni Day in June — the Packer Memorial Library in a setting of summer leaves and foliage.

dule that features a four day trip to Army, Amherst, Williams and Fordham. The season will close on Alumni Day with a fray with a graduate nine.

### '37 Varsity Baseball Schedule

Wednesday, April 21.....	Away	ARMY
Thursday, April 22.....	Away	WILLIAMS
Friday, April 23.....	Away	AMHERST
Saturday, April 24.....	Away	FORDHAM
Tuesday, April 27.....	Home	HAVERFORD
Friday, April 30.....	Home	MIDDLEBURY
Wednesday, May 5.....	Away	RUTGERS
Thursday, May 6.....	Home	

VILLANOVA	
Saturday, May 8.....	Home
MUHLENBERG	
Tuesday, May 11.....	Away
PRINCETON	
Saturday, May 15.....	Away
LAFAYETTE	
Friday, May 21.....	Away
MUHLENBERG	
Saturday, May 22.....	Home
LAFAYETTE	
Friday, June 11.....	Away
LAFAYETTE	
Saturday, June 12.....	Home
ALUMNI	

## FOOTBALL

What was described by Coach Glen Harmeson as the best spring squad, from the standpoint of both quantity and quality that he has seen at Lehigh, turned out for spring football practice. About 65 men reported.

Three practice scrimmages are scheduled. April 10 the squad will play St. Joe's in an open scrimmage. The following Saturday Harmeson will take his men to Princeton for a secret drill against the Tigers and a third workout against a team of Alumni and coaches is slated to close the practice.

Freshmen reported earlier than the main bulk of the squad and Harmeson spoke favorably of the work of linemen Furcht and Nordt and back Cox, Beriont and Rodgers. He stressed the fact that the loss of next year's senior class will deal the squad a heavy blow and that a number of good men should be in the incoming frosh class to take their place if Lehigh is to continue on the up-grade in football.

One of Harmeson's chief worries at the present time is to find an assistant to replace the capable Red Sleight at tackle and end coach. Sleight recently resigned to accept a position with an engineering concern.

## TRACK

A number of promising candidates, led by Captain Ralph Heller, reported for Coach Morris Kanaly's first call for track candidates just prior to the Easter vacation. Among the returning veterans are Ed Hildebrand for the distances, Bill Clark for the middle distances, Milt Einstein for the broad jump, Bob Conrad for the high jump, Heller, Ritter, and Travis for the pole vault and Craig for the hurdles.

### '37 Varsity Track Schedule

Friday, April 23.....	Away
PENN RELAYS	
Saturday, April 24.....	Away
PENN RELAYS	
Tuesday, April 27.....	Home
HAVERFORD	
Saturday, May 1.....	Home
RUTGERS	
Friday, May 14.....	Gettysburg
MIDDLE ATLANTIC	
Saturday, May 15.....	Gettysburg
MIDDLE ATLANTIC	
Saturday, May 22.....	Away
LAFAYETTE	

## TENNIS

A jaunt into the Southland during Easter vacation was the pleasant lot of the Lehigh tennis team. Playing a series of six matches, the Brown and White netmen broke even.

With only one practice under their

belts, Lehigh invaded Raleigh, North Carolina and trimmed the Wolfpack 6-3. The next stop was at Duke where Lehigh lost a number of three set matches and absorbed a 7-2 defeat. What is probably the best college team in the country, North Carolina U. whitewashed the Brown and White 10-0, but the engineers came right back with an 8-1 triumph over Roanoke. The University of Richmond won, 7-2. Lehigh then wound up the trip by trouncing Randolph-Macon 9-0.

Grant Stetson, sophomore in the number two slot won all his matches but one to lead the team in scoring. Herb Hilton, number one, Jerry Levy and Bill Gottlieb also did well.

### '37 Varsity Tennis Schedule

Wednesday, April 21.....	Away
SWARTHMORE	
Friday, April 23.....	Home
JOHNS HOPKINS	
Saturday, April 24.....	Away
ARMY	
Wednesday, April 28.....	Home
HAVERFORD	
Saturday, May 1.....	Home
PENN STATE	
Monday, May 3.....	Home
NORTH CAROLINA UNIV.	
Wednesday, May 5.....	Away
PRINCETON	
Saturday, May 8.....	Home
BUCKNELL	
Friday, May 14.....	Away
RUTGERS	
Saturday, May 15.....	Home
WASHINGTON & JEFFERSON	
Wednesday, May 19.....	Home
GETTYSBURG	
Friday, May 21.....	Away
LAFAYETTE	

## "Bosey"

(Continued from page nineteen)

estate office in Philadelphia and went to night law school but an opening as football coach and director of gymnasium appeared at Wesleyan University and Joe Murray, graduate manager at Princeton, recommended the former star for the job.

As the new proposition was agreeable to Mr. and Mrs. Reifer they went north to tackle the new work. And again "Bosey" had to fight to reorganize athletics at that college and produce teams that were a serious consideration for the other clubs in the loop. It was here that he introduced the overhead spiral forward pass for the first time in collegiate history. He had seen the side-arm toss in professional football and developed the overhead spiral which, being faster and more accurate, has been used since as the best football pass.

By 1910, however, things at Lehigh University called for new blood and Eugene Grace, remembering "Bosey" from student days in Pennington and having followed his career, asked him to come to Bethlehem. And again "Bosey" saw new fields to conquer and accepted the offer.

It was well for Lehigh that he did for he became football coach and along with new ideas, brought "Pat" Pazzetti, Sr., who had been a star quarterback at Wesleyan. "Bosey" explains that Pat had been with a group who just couldn't resist the desire to roll a pile of cannon

balls down the campus hill which was indeed a neat trick but which annoyed the faculty no end.

Meanwhile Bosey's team was giving Lafayette enough trouble to merit the extending of his contract and he then took over the directorship of the gymnasium, calling Tom Keady from Dartmouth as head coach in 1912 and later "Billy" Sheridau from Pennsylvania as wrestling coach.

A quarter of a century has passed since then — twenty-five years in which "Bosey" Reiter has had an important part in the growing picture of Lehigh and especially in the development of athletics.

Many things have changed at Lehigh, but one thing has never changed and that is "Bosey's" spirit. Always an exponent of a clean, hard fight in any sport, he is still inspiring Lehigh teams to victory and he is beloved by the entire alumni body as well as the students.

In his home in Sayre Park, just above the campus, he lives with Mrs. Reiter who is as interested in his work today as she was in his college days at the turn of the century.

They are proud of two sons, one a promising young surgeon and the other a business man, who are devoted to their parents — as well they might be.

And so, when the big games roll around and the students and alumni become hoarse with cheering there remains one additional feature for the pep meeting — the words of a man who is sincere: a man who gives counsel as he has lived it — straight from the shoulder.

*"And it's better so, where the softer game,  
Leaves too much fat on a weakened frame  
Where the far call breaks on the sleeper's dream,  
Only the gamefish swims upstream."*

## Presenting the Placement Case

(Continued from page six)

come from concessions would not be available to a similar service in Bethlehem.

Whether similar enterprises would be possible in New York and other cities would have to be ascertained. Likewise, the smaller number of alumni and the relative few teacher placements at Lehigh represent differences in circumstances. Therefore, the Pennsylvania service can not be taken as a model for Lehigh but merely as an example of a possible plan.

It does, however, indicate limitations to the reliability of placement fees as a source of support, and anyone who would have responsible charge of the proposed enlarged service for Lehigh would find a conversation with Dr. Clewell very enlightening.



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And these chairmen depend upon cooperation from every member of their class. They donate their valuable time to the preparation of questionnaires which, if answered by all alumni, would guarantee an outstanding reunion. A small job it is to mail them back and assure success.



# Personals

## OBITUARIES

### W. B. Ott, '88

William Bleim Ott, formerly master mechanic at the Trenton shops of the Pennsylvania Railroad for many years, died March 22, at his home in Morrisville, N. J., after a long illness. He was 71.

Born at Pleasant Valley, Pa., Mr. Ott went to work for the railroad company in 1897 as a draftsman, and subsequently held the positions of master carpenter, inspector, assistant master mechanic and assistant engineer of motive power at various points in Pennsylvania. He went to Trenton in 1911 and was a master mechanic at the shops there until February, 1930, when he was transferred to the West Morrisville shops. In June of 1931 he was pensioned and made a member of the P. R. R. Roll of Honor.

For several years, he was a vice president of the Capitol Building and Loan Association, and was a member of Eureka Lodge No. 23, F. & A. M., of Wilmington, Del.

His widow, three sisters, and two brothers survive him.

### R. B. Brinsmade, '95

Robert Bruce Brinsmade, E. M., died September 28, 1936, in San Luis Potosi, Mexico, where he had been a consulting engineer. No additional details are available at this writing.

### Rudolph Degener, '99

Rudolph Degener, M. E., retired securities broker, died of heart disease on March 1, on his plantation at Tobago, British West Indies.

A native of New York City, Mr. Degener became a member of the New York Stock Exchange in New York in 1900 and retained this connection until 1911. For the next five or six years, he was located in the Caribbean Islands. After the War, he became interested in the Society for the Prevention of Cruelty to Children and served as chief police officer of that organization from 1918 to 1925.

His widow and a daughter survive him.

### R. R. Hornor, '99

One of Lehigh's most distinguished alumni, Roy Rhodes Hornor, B. S. in Met., died in Baltimore, Md., on March 3, at the age of 61. Pneumonia was the immediate cause of death, although Mr. Hornor had been in poor health for the past several months.

Born June 12, 1875, he received his early education in the West Virginia Schools and then attended Wesleyan Seminary, now the college at Buckhannon. He also prepared for college at the

Bethlehem Preparatory Schools. After receiving his degree from Lehigh, he continued his education at Columbia University, receiving the degree of Mining Engineer from that institution in 1900.

Mr. Hornor was retained for a number of years as a consulting engineer by the United States Department of the Interior and the Bureau of Mines. This was in addition to his private employment which, in the course of his career, called him to projects in South Africa, Central America and North America. His advice and services were sought in the gold fields of South Africa and Alaska and in the metal producing regions of Mexico, British Colombia and the far west.

During the World War, he served as a captain with the U. S. Engineers at Camp Humphreys. Other services to his government include his appointment by President Hoover to the Wood Conservation and Utilization Commission and his work as a member of the advisory board of the West Virginia State Road Commission.

Following the death of his father in the early 1920's Mr. Hornor returned to Clarksburg, W. Va., and established his residence. He became president of the Hornor-Gaylord company, wholesale grocers, and of the Washington Gas company, independent producers. He also managed the large estates left by his parents.

His civic duties were not forgotten, however, and he assumed the chairmanship of the Red Cross chapter, the Chamber of Commerce and the Community Chest. In June of 1935, he became president of the Upper Monongahela Valley association, a group formed to develop the area embraced in the valley.

Besides these interests, Mr. Hornor was active in various Masonic orders, the American Legion, Rotary Club, Sons of the American Revolution, Theta Delta Chi fraternity, Columbia University Club, American Society of Military Engineers, American Institute of Mining and Metallurgical Engineers, and the West Virginia Society of Professional Engineers. He was a vestryman of the Christ Episcopal Church.

Surviving Mr. Hornor are a sister, and three nephews, J. H. Davis, II, '25, Rezin Davis, and R. R. Davis, '29.

### A. B. McCulloch, '03

Alexander Byers McCulloch died on November 9, 1936. At the time of his death he was manager of the Union Clothing Company in Point Pleasant, W. Va. His widow survives him.

### I. L. Miller, '10

The post office authorities report that Ira Long Miller died on June 10, 1936. No details are available.

### G. I. McCoy, '28

Mail addressed to George Ingersoll McCoy, B. S., in Bus. Ad., has been returned marked "deceased."

## MARRIAGES

### Class of 1929

Robert R. Hertzler to Miss Peggy Reynolds, of Passaic, N. J., on April 2.

### Class of 1930

Lester C. Herman to Miss Elizabeth Mary Koch, on March 20.

### Class of 1932

Barkley Wyckoff, Jr. to Miss Louise Heske, of Bethlehem, Pa., in Glen Ridge, N. J., on April 10.

### Class of 1933

John E. Miller to Miss Katherine M. Robb, of Allentown, at the bride's home, April 16.

## BIRTHS

### Class of 1920

To Mr. and Mrs. Arnold D. Spillman, a son, Richard Roberts, on January 15.

### Class of 1922

To Mr. and Mrs. T. M. Switz, a son, Donald MacLean on March 2.

### Class of 1930

To Mr. and Mrs. J. T. Danko, a son, Eugene, on January 23.

### Class of 1932

To Mr. and Mrs. E. W. Kaufman, a daughter, on March 8.

### Class of 1934

To Mr. and Mrs. F. R. Liggett, Jr., a daughter, on March 22.

### Class of 1935

To Mr. and Mrs. Lewis Roberts, a son, Lewis, Jr., on November 20, 1936.

## PERSONALS

### Class of 1887

#### 50-Year Reunion, June 11, 12, 1937

*F. S. Smith, Correspondent*

438 Center St., Bethlehem, Pa.

Fiftieth anniversaries of graduation are usually infrequent in the history of individual classes. According to the Alumni Office records, a goodly number of our class is still extant who should foregather in Bethlehem this coming June to lead the alumni parade and otherwise properly celebrate the semi-centennial of the graduation of Eight-seven.

The reunion will be enjoyable in spite of gray hairs and rheumatism. Hunt up any memorabilia you may have and bring it with you — together with your wives and your family. Buck and I ex-



## Her **FIRST** Telephone Call

A BRAND-NEW CUSTOMER used the telephone this morning. Betty Sue called up that nice little girl around the corner.

Every day, hundreds of Betty Sues speak their first sentences into the telephone. Just little folks, with casual, friendly greetings to each other. Yet their calls are handled as quickly and efficiently as if they concerned the most important affairs of Mother and Daddy. For there is no distinction

in telephone service. Its benefits are available to all — old and young, rich and poor alike. To Betty Sue, the telephone may some day become commonplace. But it is never that to the workers in the Bell System.

There is constant, never-ending search for ways to improve the speed, clarity and efficiency of your telephone calls . . . to provide the most service, and the best, at the lowest possible cost.



**BELL TELEPHONE SYSTEM**

pect to look after the details of the reunion. Please advise either of us promptly so that more definite detail can appear in the next issue of the BULLETIN which goes to press on April 30.

Yours for LXXXVII,

FRANK S. SMITH.

### Class of 1889

*George W. Harris, Correspondent*  
12 Holland Terrace, Montclair, N. J.

The quotation, "Home is the sailor, home from the sea and the hunter home from the hill," (Stevenson), suggests the query as to the whereabouts of those '89ers who have sought skiing or winter sports in snowy, mountain regions and the two '89ers who went to the Florida coast. A careful scanning of papers for a month or more has not brought to light a sensational news item recording the capture of a giant tarpon by either Jobuston or Carman—or by their wives—but of course that is merely negative evidence, and, judgment should be suspended for the present — for one thing the big fish may not have been biting that day.

Also the fact that Hudson did not return from Florida last year until late in the season did not excite any special comment at the time but you may reflect that the orange eating contest probably is not staged until a late date in order to keep the hotels and cottages filled as long as possible. Furthermore, membership is dwindling in the Seminole Indian tribe in southern Florida and likely subjects might be seized upon if venturing into their reservation, to be returned later to their friends resplendent in feathers, paint and a ten-gallon hat, and ever afterward be known as Big Chief ——. That item would be interesting indeed if true about an '89' celebrity already in two Who's Who clubs.

But enough of surmise; here is something of value and interest and given unabridged as Herbert M. Carson pen-

ned it under date of March 1, 1937, from Williamsport, Penn.:

Dear Harris:

It was a pleasure to hear from you and I remember well the good talk we had at our 45th. May we take good care of ourselves at least until our 50th — that will be a time. I hope to see you before then, however.

I had looked forward, before my retirement from the P. R. R., on spending a good portion of my time — when I was retired — going about the country and seeing all my old friends. However, when the time came I just did not do it. One reason was that I had spent half my life on trains, and I suppose I was tired of it; another was that I have too many interests here. Besides my church, in which I am deeply interested, I am on five FREE jobs, all connected with Williamsport charities or services. As you no doubt do, I find pleasure in the feeling that I can still be of some use to the world. I reach the age of three score and ten this month. I called on Arnold Reese's sister a few months ago while in Baltimore; his wife lives in England and Arnold died in South Africa, where he had gone to construct a steel plant. He was of great service to England during the war, as head of one branch of the munitions making. He was a great man. If you ever come through here, be sure to look me up. Isn't Corny doing a fine piece of work?

Sincerely your friend,

CARSON.

From the tone of his letter it certainly looks as though Carson was "standing firm under the pressure of life," and also helping others to do the same thing.

In the interesting '96' class letter for February, Correspondent W. S. Ayars cites the time when some worthy professor objected to the title of "research engineer," and here I have been announcing boldly and with great personal satisfaction these many moons that most engineers had the inalienable right to call themselves that very thing. But then in the memory of living men there was a time when an engineer was not admitted to belong to a learned profession at all — a doctor, lawyer and a minister were sole representatives for such honors.

The thought that an engineer, after all his years of intellectual training, should not be classed as professionally learned, was most disturbing to Charlie Deans who finally wrote an inspired article on the subject which was published in the Lehigh Engineering Journal of that time. Happily engineers are not disturbed by

"horse and buggy" thoughts on that score any more.

As to the accurate and comprehensive definition of that word "engineer," raised by Mr. Ayars, will it not take some research, coupled with fasting, etc., to win the prize offered? As an alluring inducement to enter the lists, would suggest that the 1934 license plates in question be deposited with the party who is to act as referee in the contest.

Now as to hearing from you fellows, I boldly venture to assert that no one will be troubled with writers' cramp should he take his pen in hand and shoot a little encouragement to your correspondent, so that he will not have to do all the shouting. Kipling may have had some such thing in mind when he wrote: "It's not the individual, nor the army\* as a whole. But the everlastin' teamwork of every bloomin' soul."

\*Class of '89.

We regret to learn of the passing of John Kellogg. Those '89ers who took the mining or chemical course will remember him as a co-worker in the laboratory.

### Class of 1890

*H. A. Foering, Correspondent*  
Bethlehem Trust Bldg., Bethlehem, Pa.

Your secretary finds his time so limited that he is appealing to someone in the class to take over the Class Book upon which we have been working, which is to be ready for our 50th reunion. The writer has obtained biographical material from a fair proportion of the class. Unless the individual wishes to pay for the extra cost, most of this material must be boiled down drastically. Will someone volunteer to take over the job?

Warriner has resigned as president of the Lehigh Coal and Navigation Company and has been elected to the post of Chairman of the Board of Managers. We think it is about time Sam relinquishes some of his many duties and begins to relax a little.

200 ROOMS

## THE HOTEL BETHLEHEM

200 BATHS

### Alumni Headquarters of the Valley

- TAP ROOM
- CRYSTAL BALL ROOM

- MAIN DINING ROOM
- COFFEE SHOP

Unlimited Free Parking

Under Direction of American Hotels Corporation

J. LESLIE KINCAID, President  
STUART E. HOCKENBURY, Manager



# Sub-Freshman Day

*The annual occasion of Lehigh's welcome to prospective students, their parents and to alumni with guests*

It will be a day particularly devoted to the interests of those alumni clubs which send delegations of members and student prospects to see the campus, discuss courses with department heads and enjoy the entertainment.

## PROGRAM OF EVENTS

- 9:00 a.m., Registration and Campus Tours
  - 10:30, Assembly and Address of Welcome
  - 11:00, Departmental Conferences
  - 12:30, Luncheon
  - 1:00-2:30, Departmental Exhibitions and Demonstrations
  - 2:30, Varsity and Freshman Track Meet (Lehigh vs. Rutgers)
  - 3:00, Varsity Baseball (to be announced) and Varsity Tennis with Penn State
- (Indoor program arranged in case of rain)*

## IMPORTANT NOTICE

Lehigh alumni interested in having invitations sent to sub-freshmen should send their names to Dr. W. H. Congdon, Director of Admissions, Alumni Bldg., Bethlehem, Pa.



**Class of 1891**

*H. T. Morris, Correspondent*  
67 W. Market St., Bethlehem, Pa.

Last word received from Forstall states his expectation to be at his home in Rosemont, Pa., April 1 after a winter's sojourn in Colorado.

Charles Atkins writing from his home in Mansfield, Ohio, promised interested co-operation in preparing the "Record" for his father.

Angur sends back from Chicago, proof of his "article" and a description of the '91-'90 Cane Rush. This institution was long since abandoned at Lehigh.

Bucher reports he is now Chief Technologist, United Alloys Co., with laboratory at 9 E. 45th St., New York City and

personal laboratory at 525 W. 45th St. His residence is at 341 W. 45th St.

Croll writes from his home at 520 Park St., Upper Montclair, N. J., that he will shortly fill out the blank form which invited his record for the Book.

John R. W. Davis from his skyscraper office 1220 Great Northern Building, St. Paul, writes he will send his record not later than April.

Fetters sends his data from his new home in the sunshine at 4435 Condone Place, San Diego, Calif.

Fife sent a photo and promises to follow it soon with his data. He is now happily recovering from a long illness in his apartment at Kenmore Hall, 145 E. 23rd St., New York City.

Mrs. John S. Griggs sends a recent photo and a record for her late husband. She is in Hemet, Calif., but this summer will go to their old summer home in the Berkshire Hills, Conn.

Heindle returns the proof of his record and finds that I was able to add something about his college days that he had forgotten. He is still in his Wilmington home. Spring sunshine is setting him thinking about his departure for the old Heindle Homestead in York County, Pennsylvania, where he spends part of his summers.

Knapp's house at 207 Sterrett Ave., Covington, Ky., stands at the high end of his 300 foot deep sloping lot. In the January flood, the lower end of this lot was under 18 feet of water. Knapp's record has been set up in type and he has returned corrected proof to Bethlehem.

Lauderburn, sedate professor at General Seminary, Chelsea Square, New York City, has sent his record but I have asked him for more details.

Loos who lives here on Church St., in Old Bethlehem, has fulfilled his promise and has given us an interesting article for the book.

Merrick takes time off from his contemplation of "sit-down" threats, etc., to send from his Westinghouse Company's Pittsburgh office, a fine recent photo and a promise to send the personal data before he leaves next month for a long trip away from home.

Miller is at work examining the printer's proof of his editorial contribution, which he will correct and send to Bethlehem before he leaves the country for Europe on April 12 aboard the President Grant.

VanderHorst, in his store at 40 S. Charles St., Baltimore, Md., is now examining the printer's proof of his record and I expect it back very shortly.

Seventy records are in type or in the linotyper's hands. Ten more are in manuscript awaiting more data for which I have inquired. Twenty-eight records at present are wanting, some from relatives of deceased members. I can't reach these relatives with this article; but the BULLETIN is bringing this letter to all living '91 men. To you latter I wish to say, "A year has elapsed since I first invited you to report. What is the point in delaying longer? Why not sit right down and send in the data?"

**Class of 1894**

*T. G. Empie, Correspondent*  
Box 772, Wilmington, N. C.

Every now and then somebody takes an old idea and shines it up with a new brass polish and pushes it down the throat of a more or less believing world.

Years ago I came across a magazine devoted to chicken raising, and as I had nothing to do, read it. It was devoted entirely to a new theory of "balanced rations." At the end of the magazine there was an interview with a very successful poultry raiser and, being asked about it, he said: "I just give the chickens good food and let them balance it."

CHARLES McGONIGLE, '01

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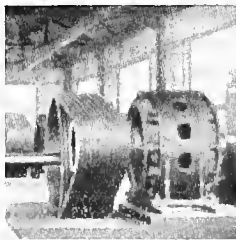
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The above gem of remembrance returned when a notice came that Anton Y. Hesse could be found at home at 236 Cromwell Terrace, N. E., Washington, D. C. and at business — Structural Engineer, U. S. Vet. Administration, Vermont Avenue and H Street, N.W., Washington, D. C. This brought to my mind that in the last conversation I had with Hesse he dwelt learnedly upon the German theory that it was "bad to drink weak on strong, or strong on weak." I forget which he told me was right, but I have always gone on the theory that it is proper to drink both ways, strong on weak, or weak on strong and let nature take its course. This is the only thought I can leave with you today.

### Class of 1896

W. S. Agars, Correspondent  
409 Engineering Bldg., Columbia Univ.  
New York City

The only information to reach me from the Alumni Office since I last wrote this column was contained in an envelope whose contents consisted of a number of "change-of-address" slips. These have been duly entered on my card index, and that's that.

I notice, in entering these changes, that it always seems to be the same fellows who move. Well, I did that with considerable frequency myself, up to the time I came to Columbia in July, 1922. Since then, I've stayed put.

The old class-book showed that I was very close to the average age of the

class, so I reckon that most of you must be about my own age; and if so I think, it's about time you chronic movers found a congenial spot somewhere, and settled down. Your average age is now about 63, and men of 63 don't take root very easily in a new environment — nor do their wives, if they're fortunate enough to have such companions in adversity. I once found a cut-down table of life-insurance "expectations" and the last two lines are, at age of 60 a man has 14 years expectancy; at 65 has 11 years. From which I conclude that a man of 63 years ought to have about 12 years ahead of him. So be warned in time, you restless ones, and dig in for the 12 years you probably have left.

A week or two ago I went to a dinner of the New York Lehigh Alumni Club and found just one other '96 man there, Joe Siegel. Looking around for white, grey or bald heads, I discovered Forstall, '83, Senior, '86 and Harris, '89; and they, Joe and I sat together. Harris, by the way, conducts the '89 column, so we had much to discuss, and if a number of '89 and '96 ears did not tingle, it was no fault of ours.

I assume that somewhere in the BULLETIN there will be an adequate report on this dinner, so I won't make any comments. The food was good and the beer was plentiful; the company at my own table was congenial, and what more can a man ask? There were, of course, guests of honor, including our President, and there were speeches; but I admit,

without too much diffidence, that I didn't listen to the speakers in a very attentive mood. I am always reminded at formal dinners of the dinner once held somewhere in England. After plenty of food and drink had been consumed, the vice-chairman called out to the chairman, in a very audible undertone, "Mr. Toastmaster, shall we have the speeches now, or shall we allow them to enjoy themselves a bit longer?"

I can't fill in with any insults to Pop Pennington this time, because Pop hasn't written me since the date of my last column. Both he and Cully have fallen away a lot, as personal correspondents, during recent months. Lee Marshall sticks to it most industriously, but what he and I write about is decidedly personal. He did tell me a good one recently: in his much younger days, he and a cousin of the same age, having eaten green apples or some equally disturbing food, were condemned to a nice, big dose of castor oil each, by a certain stern aunt. In order to assure the swallowing of the medicament, each was to receive five cents. Lee said he didn't mind castor oil very much, but the cousin loathed it. So a deal was made, while the aunt was out of the room, whereby Lee swallowed *both* doses of castor oil, and received both nickels.

This reminded me of a deal in my own boyhood which I felt at the time was grossly unjust. My mother had attended a sale of household goods about a mile from where we lived, and had purchased

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one of those little wicker chairs, designed especially for small children's use. When she came home, she told me of her purchase, and asked me to go to the house and bring it home. Usually, when my mother issued an order, I jumped to obey; but this was just *too* much. After a long argument, she finally said, "Very well, you *needn't*, but Hugh will do it for me." Hugh was my cousin, just my age, and lived on the next block. Being sent for, Hugh promptly arrived and Mother asked him if he would go and bring home the objectionable bit of juvenile furniture, adding that, if he would, she would give him a quarter! Hugh joyfully accepted the commission, went after the chair, and brought it proudly home on his head, which fitted neatly. Where did the injustice come in, says you? Well, the injustice lay in the fact that not a word about any quarter had been said to *me*. I tried to get even by going along with Hugh and following him home, calling the attention of other boys to what he had on his head, but Hugh didn't mind in the least; he was to get a whole quarter, and I didn't have two cents.

It appears to me that I have about reached the limit, so no more.

### Class of 1897

40-Year Reunion, June 11, 12, 1937

#### HELLO GANG!

*Calling the country, calling the sea,  
Calling all cities, wherever they be,  
To you, ninety-seven, this call means  
re-unc  
All over Bethlehem, sometime in June.*

*Don't make excuses, don't try alibis,  
You're scheduled to meet with the rest  
of the guys  
So, save up your pennies, grease up the  
old car,  
And plan for the journey, wherever  
you are.*

Pop: You will have to bear the blame for the probable result if you use the above. It's by an old sitting hen, name unknown, but still on its feet.

Bud,

Now I call that "sumpin'." Anyone who can concoct a hymn like the above has music in his soul. If the Muse dares any of the rest of you, just go to it and fire in the copy. We can stand it and use it and the editor is young and strong. Bud calls this the opening gun. The next gun will probably be in the form of a letter to each member, its sadness amplified by the announcement of the tax necessary to pay for incidentals, including royalties for the use of poetry.

Now give ear to this extract from a letter from the Alumni Office: "I hope you will be able to write something for your column this month . . . it may be helpful to you to mention something about your reunion in your class column."

Now ain't that grand? Here I have been worrying my head off for the past ten years or so about what to say to you birds, with only an occasional letter from one or another, and having missed only two issues of the BULLETIN in all that time. I am asked to "write

something." Or I wonder — in glancing through my dictionary, I see that sarcasm is defined as "a keenly ironical or scornful utterance." I might expect this from Bill Ayars, and I'll bet a nickel that Bill is behind this dastardly thrust. Here would be a good chance for me to resign again. But I'll not do it for spite. I don't know how many times I have resigned, but it takes a lot to impress you fellows.

Oh well, I also have a notice of John Boyt's change of address to 1600 W. 11th St., Wilmington, Del. As I recall, John has been living at this address for years and years, which seems to nullify this stupendous discovery made by the Alumni Office. I must get back at that fount of useful information in some way.

It may not be a bad idea for the very few who cannot be with us at the 40th, to write a letter to the gang, which will be read at the dinner. A thing like this would be much appreciated. Either Bud or I will be glad to receive any such, and will promise to refrain from reading them until after the meal so as to not impair any appetites. I think that we can count on John Sheppard, at least.

About a thousand years ago, when I attended the one room school, in the Perkiomen Valley, there was a poem in our Monroe's Fifth Reader entitled "Forty Years Ago." As far as I was concerned, it might just as well have been forty thousand years. I didn't know that there were forty years in all the world. In this year of Grace, the Brown and White has been printing items published by that estimable paper in 1897 — forty years ago. It seems only yesterday. I am wondering if the Brown and White will copy the account — there must have been one — in the Brown and White of 1897, describing the burning of the coach in which we took our baseball team riding, fresh from winning all their games on the Southern trip. Remember that?

P. S. The band needs two more sousaphones.

### Class of 1898

Leonard S. Horner — "Pinch Hitter"  
for

H. M. Daggett

Official Correspondent

60 East 42nd St., New York City

Our loyal and able class secretary and treasurer has asked me to pinch hit for him for this issue, and I certainly hesitate to do so after reading his interesting letter on '98 in the March BULLETIN, and especially so as I have not had sent me any class news, and the closing date is March 31st. However, a request from "Roots" is an order — so here goes.

"Herbie" Hess of Bach Chorus fame inspires me to suggest that "Herbie" select 4 - 6 of his most genial, noisy and attractive associates in the Bach Chorus and bring them without fail to our greatest and best attended Fortieth Reunion in June 1938 at the Hotel Bethlehem, and make merry with us. Also I don't know why, after this Reunion, the Bach Chorus in full, led by "Herbie" should

not visit many great Industrial Centers where Lehigh men are leaders, and can help to put on a real show with a packed audience.

Good for Benny Riegel and his Guernsey Cow Farm. Helping 1,500 children for even one year is a monument which even Mr. Lewis cannot tear down.

Let's have more stories of what our Forty-Year-out Class is doing. It is good reading and makes us prouder of our class.

At this particular time in the industrial life of our Country, and knowing Lehigh men are so largely industrially minded, I would like to register an idea and a wish that more Lehigh men, when in college, would decide to take as a life work, (of course after reaching proper age and experience) the responsibility for Industrial and Public Relations in the larger industries where such an industry can afford such a department.

Lehigh, as a university, must do its part to provide courses specially set up to train in detail, men in such activity. It can be considered as Human Engineering — more important today probably than Mechanical or Chemical Engineering.

Not only employees and employers need such education, but also communities, so as to create public opinion on the intrinsic value of an industry to its town, as well as pride in the product, the plant, and the owners of the particular industry.

Pardon me fellows for daring to suggest an idea to my fellow alumni.

A meeting to discuss class matters, particularly plans for the 40th Reunion in June, 1938, was held at the Chemists' Club in New York on April 14. Dinner was served and the meeting was well attended. Everybody came well supplied with questions or suggestions and the committee feels that some real progress toward plans for the Reunion has been made.

### Class of 1899

Arthur W. Klein, Correspondent  
43 Wall St., Bethlehem, Pa.

In the '99 personals of the March BULLETIN were items concerning two classmates, then living but who now have passed on — Roy Rhodes Horner and Rudolph Degener.

When those items were written it was known that Horner was in poor health, but it was thought that his condition was improving. There seemed to be no cause for worry. But the news of Degener's death came as lightning out of a clear sky. His family may have known that he was not in the best of condition but to his other friends he appeared to be hale and hearty.

Paul Hilken, '99, had a talk with Paul Degener, Rudolph's younger brother but learned only that detailed news was lacking at the time. If Hilken is able to get details they will be furnished later.

The New York Times carried the following obituary notice:

Rudolph Degener, retired securities broker well known in society in this (New York) city, and chief police officer of the Society for the Prevention of Cruelty to Children from 1918 to 1925, died of a heart attack on March 1, on his cocoanut plantation at Tobago, near Trinidad, B. W. I. He maintained a residence at 1230 Fifth Ave. in this city, but most of his time during the last twelve years had been passed in the West Indies.

Mr. Degener was born in New York City fifty-nine years ago and graduated from Lehigh University in 1899. He was a member of the New York Stock Exchange from 1900 to 1911. The next few years he spent in the Caribbean Islands. After the war he became interested in the Children's Society, and by personal solicitation induced August Heckscher to donate his Fifth Avenue property between 104th and 105th Streets for the children's shelter that stands there now.

Mr. Degener is survived by his widow, Mrs. Caroline B. deSaules Degener, and a daughter, Mrs. Eleanor B. Gaines of New York City. Mrs. Degener is active in the Heckscher Foundation for Children.

The last word I had from "the Count" was a little over a month ago, in which he expressed the hope that he could be with us at our 40-year reunion.

As regards "Rain" Hornor, I cannot

do better than quote from the leading editorial of the Clarksburg (W. Va.) Exponent of March 4:

Death has stilled that ever active heart and hand of Roy Rhodes Hornor, a man who seems to us to merit the distinction of being called Clarksburg's first citizen. We say this as we recall what a friend remarked of him last night: "You knew just where to find him."

A community admires a man who stands firm in his convictions. Roy Hornor was first of all such a man. You always knew just where he stood. A community admires a man who gives unselfishly of his service and means to the less fortunate. The career of Roy Hornor — in the great mining fields, in the service of his government, in his church (Episcopal) in his political party (Democratic), in organizations for the improvement of his community and state, in his friendships, in his sharing of the books he loved, in charities of which he alone knew — was so unusual and unique as to be unforgettable.

Sadness which is sincere touches the hearts of fellow men when such as Roy Hornor passes from among us. And so it is that today, not alone in Clarksburg but in nearby counties and throughout the entire state all who knew Roy Hornor will grieve as they speak of him.

They will recall little things he

said and the works in which he took a part, and all that is said of him will be good. They will say that he died without really growing old, that he could always be depended upon, that he was honest, kind and true.

We know of no better farewell to life than to have it thus."

I am sure none of his classmates can add anything to this true estimate and tribute.

### Class of 1901

S. T. Harteman, Correspondent  
110 Wesley St., Bethlehem, Pa.

W. D. (Buddy) Cassin has left his old stamping grounds in Philadelphia and is now located at 2913 Que Street, N. W., Washington, D. C.

W. E. (Bill) Ehlers is Engineer Examiner, Public Works Administration, Interior Dept., Washington, D. C. He resides at 3020 Porter St., N. W., Washington, D. C.

J. H. (Chick) Chickering is no longer connected with the Oil Well Supply Co., Oil City, Pa. He still maintains an office at 507 Oil City National Bank Bldg., Oil City, Pa.

W. M. Gilbert, alias Billy, alias Ah Sid, who made such a fine record in losing himself around Bethlehem during the reunion last June, wrote us recently. He advises that he is no longer treasurer of the Lynu Yacht Club, so that he has plenty of time to do anything that he wants to. That is, anything that doesn't cost money. His famous old boat

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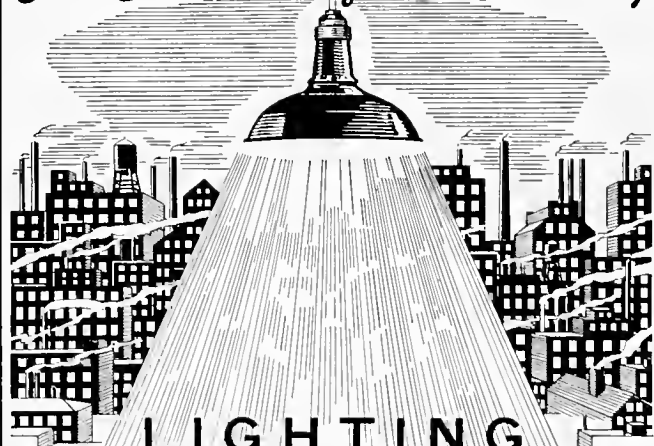
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B. G. KODJANOFF, '99

will no longer keep afloat, so he has hauled it ashore and has made a Summer camp out of it. He further advises that after leaving me at the Sigma Nu house (it was actually the Psi U house) he went to the West Side to call on some friends, and only got lost once on the way over there. They took no chances on his leaving town and took him to the station. Let's hear from you again, Billy. His mail address is 51 Wilson Road, Nahant, Mass.

### Class of 1902

35-Year Reunion, June 11, 12, 1937

A. A. Diefenderfer, Correspondent  
725 W. Broad St., Bethlehem

The first roll call finds the following men of 1902 answering present for the gala days of June 11 and 12, 1937. These men will do their darndest to be on hand: Bird, Diefenderfer, Eichner, Fryer, Golan, Hall, Hamilton, Heim, J. E. Hill, Jaxheimer, Johns, Parsons, Roberts, Sachs, Shouk, Stevens, and Wright. The remainder of the roll of 45 have not as yet answered the call. We are

hoping that by June more of them will awaken and respond.

Five years ago, when our reunion expenses were paid, there was a balance in the treasury of \$65.00. The class voted to invest this and our worthy president was selected as the person to take care of the matter for us. Roberts writes that the fund has grown until it is now slightly over \$300.00. This, we think, will be sufficient to take care of all your reasonable expenses after you arrive in Bethlehem. At any rate, your secretary has engaged ten rooms for you to bunk in at the Hotel Bethlehem and has arranged for a private dining room for the banquet Saturday night. The banquet will be held at the Hotel Bethlehem as per the wish of the class. We shall all want to go to the alumni dinner on Friday night and be present at the get-together meetings in the Bethlehem Club and the Maennerchor later in the evening.

If there are any suggestions you wish to make to your secretary, please send them in as we are ready for them. I am sure your time will be well occupied while you are in Bethlehem. Just come and join the happy crowd.

Naturally, being one of the Faculty of the chemistry department ever since graduation, I am interested in the Alumni Fund being raised this year for a much-needed addition to the chemistry laboratory. If you had been on the spot as long as I have been and had seen the number of students in chemistry and chemical engineering grow until, at the present time, every third man in the engineering college is either a chemist or a chemical engineer, you would know the great need for this addition. It is not only needed to take care of the expansion of the department of chemistry as such, but as a service department it will give us adequate space to take care of the chemical instruction that men in other departments are required to carry during their Freshman, Sophomore and Junior years.

If you are in the habit of giving to the Alumni Fund, will you not strive to get your subscription in early and make it as large as you can afford to make it? If you have not had the habit of giving, please start now, for one of your number sees the great need for the laboratory and will greatly appreciate your falling in line.

DIEF.

### Class of 1903

E. R. Morgan, Correspondent  
Lehigh Univ., Bethlehem, Pa.

Dear Morgan:

I must express the view that, while I have a keen sense of humor, the type of letters that Alumni write to each other, especially on demand, would better remain unwritten. An exchange of statement about what each is doing, especially when of interest, is all right but must fall short.

I realize you have a tough job on alumni notes but it seems that either some new scheme should be tried or they should be abandoned.

Sincerely,

A. NAUGHTREE MAN.

It may be that this correspondent is right. Certainly few of us can readily

think of bright things or interesting things to say, either in letters or in person. Besides, writing letters, other than business correspondence, is a diversion only to those who have some measure of literary ability. So the class correspondence, if it is to possess all the desired virtues, must be limited to letters from a few who know what to say, how to say it, and like to do it.

For the May issue, I will depend on letters I receive without solicitation. Here is your chance to say whether or not you like what you have been getting in this column.

### Class of 1904

H. J. Hartzog, Correspondent  
Wilbur Trust Bldg., Bethlehem, Pa.

Just to show how diversified the talents of 1904 are, I append a most interesting letter from Frank Sinn:

March 18, 1937.

Dear Herb:

Last evening I attended a meeting of the Lehigh Club of New York. Dr. C. C. Williams, President of Lehigh; Billy Cornelius, '89, and Bob Herrick, '34, came down from the University to honor us. Over one hundred and sixty men were present, amongst whom were our Amos Clauser, Carrier and Van Sickle, '03, Norman Merriman, '05, Morton Sultz, '12, and the really old-timers A. E. Forstall, '83, John Simon, '86, William Wirt Mills, '87, Charles Throckmorton, '93, and W. S. Ayars, '96, most of whom attended our meetings regularly.

Dr. Williams was the chief attraction and altogether it was the most interesting meeting we have had this year. George R. (Bucky) Macdonald, '19, arranged the program and did a fine job as toastmaster. Warden Lewis E. Lawes of Sing Sing prison, and R. A. Atkinson, Educational Director of the Boys' Club of America, were on the program as speakers in addition to Dr. Williams. Unfortunately, Warden Lawes was unable to be present because of illness but in his place he sent Sergeant Ben Feisler of Sing Sing, who with Harry Von Kersburg, Lehigh, '06, for a few months, and later of Harvard football fame, added much to the interest of the evening. R. A. Atkinson made a fine inspirational talk about the great work being done by the Boys' Club of America.

In introducing Ben Feisler, Bucky Macdonald told us of his very interesting experiences when he, together with Von Kersburg, Dave Maginnes, '18, and Al Maginnes, '21, volunteered their services as officials for the Sunday afternoon football games at Sing Sing when they started in 1931. This small group of Lehigh men was largely responsible for the success of this rather novel experiment and there remains at Sing Sing a feeling toward these men of appreciation and high regard on the part of both officials and prisoners which these men will value as long as they live.

Ben Feisler told us of his early experiences when he first became a guard at Sing Sing in 1908 — 29 years ago. In those rough and tumble days a club, gun and black-jack were not only carried by all of the guards but were regularly used. Strict discipline remains of course, but much progress has been made in these 29 years in the treatment of the prisoners and in their education. This progress is measured in the percentage of released prisoners who finally make good when they are returned to society at large. About 1908 this figure was 40 per cent and now it has risen to 70 per cent; and this with a prisoner turnover of 30 per cent annually. They search for the good in every man and find it in most who are not mentally defective. By concentrating their educational efforts around this good trait, surprising results are obtained and in many cases the man develops into a normal citizen. Feisler paid a great tribute to the part both football and baseball have had in this educational work. He agrees with many authorities on criminology that the responsibility for crime lies with the environment and education of the young people of our nation and ended his talk with a plea to all present to be active in our own communities in working toward the improvement of these conditions.

Von Kersburg spoke of the fine sportsmanship developed by football players at Sing Sing and of the almost unbelievable grip the game has taken on the whole prison body. He stated that the average prisoner had the mental development of a twelve year old child and that sports of all kinds had therefore a particular appeal, par-

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Asphalt Specialties

STEPHEN PALISKA, '26

ticularly football with its body to body contacts. The men, many of whom had never previously touched a football, loved the game immediately and soon learned that to be of use to themselves or to their team they must have complete control of their tempers and mental reactions. What better character building can be devised than this? Rule books were devoured all winter long till most of the players knew more about the rules than many of our football officials. To show their appreciation of what this small group of football officials had done for them, the prisoners at Sing Sing took up a collection amongst themselves and presented to each of the four men referred to above, a miniature gold football appropriately inscribed with the name of the official and Sing Sing 1931.

Dr. Williams discussed the present system of higher education and the many criticisms now made of it. He stated that he had no misgivings regarding its usefulness and believed it is fulfilling its chief purpose which is to develop those capacities of youth which contribute most to social improvement and to enable the boys to understand as fully as possible the world civilization in which they must live and to meet the conditions which confront them in it. To do this they must learn to think, which is only done through practice. It matters little what subjects are studied — History, English, Ancient Languages, Modern languages, Mathematics, the Sciences — as long as the mental hazards are introduced. In this respect Lehigh has in the past and proposes in the future to stick to these fundamentals and to avoid the frills and the spectacular. He believes Lehigh University is happy in this field and that there is no reason to change the program. On this basis he believes higher education to be of sound and permanent value. He then went on to say that last Fall the University received 1,033 applications for admission and of this number only 540 were accepted. The limit now fixed for the student body is 1,500 paying students which means in all a total of about 1,700. He further stated that on March 16, the students had followed Yale in starting a "Roosevelt for King Club" and that they are now busy working on the details of the Coronation.

President Williams paid a fine tribute to Glen Harmeson and stated that he has been successful in coaching teams which have beaten Lafayette three years in succession. He is behind him, however, not so much for this as for the fine type of clean man that Harmeson is and for his wonderful influence with the boys. I am sure the Class of 1904 is 100 per cent with Dr. Williams regarding this matter. The announcement that Glen had been engaged to coach the football team for another three years met with loud applause.

My best regards to you, Herb.

Very truly yours,

FRANK SINN.

My good friend, Glen Harmeson, ought to derive not a little satisfaction out of that. For the Class of 1904 knew football, almost alone licked Lafayette twice and furnished one of the most colorful football captains Lehigh ever had.

Now that the Supreme Court has decided that laws prescribing minimum wages for females are legal, it would be logical to develop the application of that principle to Kink Johnson's thought-provoking treatise on hen labor; particularly if he perfects his scheme of laying brick shaped eggs. If Kink's hens were smart, they would perfect the current sit-down technique to the point where —

Which reminds me, speaking of the farm, that I had a letter from Jake Brillhart down in Dallas, Texas, telling me about business in general and his "operation" in particular. Probably fearful I had not received his letter, Jake himself blew into Bethlehem a day or two later. He made the trip to Bethlehem — and New York — to convalesce. So he said, Texas has done something to — or for — Jake he never learned in York County, Pennsylvania. Mac MacFarlane recently visited Jake in Dallas and impressed him by his great cheerfulness despite the physical handicaps which Mac is gradually overcoming.

## All For Lehigh!

The officers of Weston Dodson & Co., Inc., of Bethlehem, are Lehigh University graduates almost to a man. There's every reason why you should ask your coal dealer for anthracite coal from Weston Dodson. No better fuel comes out of the anthracite region.

## Calling All Reunion Chairmen!!

Frank Smith, '87  
Henry Davis, '92  
Pop Pennington, '97  
Dief, '02  
Doc Carlock, '07

Jack Hart, '12  
Chet Kingsley, '17  
Red Strauch, '22  
Bud Nutting, '27  
Carl Schier, '32

Boyd Picking, '36

And any other fellows working on Reunions

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## Lehigh University Supply Bureau

Alumni Memorial Building, L. U. Campus

Johnny Maxwell, '26, Manager



## Class of 1907

30-Year Reunion, June 11, 12, 1937

*J. B. Carlock, Correspondent*

1301 Beechwood Blvd., Pittsburgh, Pa.

In addition to the list published in the March issue the following have written that they expect to attend the June Reunion:

Collison, Herzog, Hesse, Jacobosky, Schweitzer and Swope.

Mrs. Fox wrote me that George has been seriously ill since last November when he was operated on for appendicitis. Pneumonia set in and he had a hard siege.

C. A. Gross has moved from Montclair to 9 Clinton St., Newark, N. J.

Gil Jacobosky writes, "In way of regalia, why not go unique? I suggest that we have brown cast iron stomachs with white porcelain lining, some of the old cottons will need them. As for you and me, well, my organs function quite naturally and as well as a young monkey." Sounds like bragging to me.

Al Hesse's son was married in March to the daughter of Dr. Schwarze, President of Moravian College.

Martin H. Schmid has been appointed Manager of Sales of the Alloy Steel Division of the Republic Steel Corporation, with headquarters at Massillon, O. He started with the United Alloy Steel Co., in Canton, Ohio, in 1909 as Assistant Master Mechanic, then became Metallurgical Engineer and Assistant Manager of Sales. In 1926, following the merger with Central Alloys Co., he became Assistant Manager of the Bar Department, and after that company's merger with Republic Steel Corporation, Assistant Manager of Sales of the Alloy Steel Division.

## Class of 1908

29-Year Reunion, June 11, 12, 1937

*W. D. Sanderson, Correspondent*

Box 175, Pittsford, N. Y.

Once more your class correspondent has to reach out into the thin air for material. If anyone doesn't like the column, he can blame himself for not having contributed an item of news. Perhaps this is low tide in the matter of news and we can expect more activity with the advent of Spring. Here's hoping.

The 29th Reunion in June will soon be announced. This is to be a select party for those who have shown an active interest in class affairs. It's not too late to apply for permission to attend. Jim Fair may let you come anyhow.

J. G. Miller lives at 4476 N. Prospect Ave., Milwaukee, Wis. As you all know he is treasurer of the Bucyrus-Erie Co.

Carl Baer has an interesting and important matter to present at the June reunion.

No trips to report this time but when the Spring wanderlust appears, look out for an unexpected call from the touring class correspondent.

Theodore F. Kotz is now living at 10811 Lee Ave., Cleveland, O.

John H. Hills is with S. A. Mead, Times-Medical Bldg., Ardmore, Pa., handling General Motors automatic heating equipment.

Thanks to the cooperation of the Alumni Association, considerable progress has been made by the Reunion Committee in compiling data for the Thirtieth Reunion Album. The committee wants to include in this a collection of Lehigh souvenirs of the period between

September 1904 and June 1908. Everybody in the class is again urged to look through the desk or the attic. Send whatever you can spare to Box 175, Pittsford, N. Y.

George Brothers returned April 1 to Comstock, N. Y. to resume work on his ballast contract for the D. & H. Co.

Marriage having removed the former class mascot from the field, a new one has been selected and will be duly inducted to office in June.

## Lest We Forget

How many of these Senior Class Officers of various clubs and societies can you remember?

Just to save you any mental effort, let's see who they were:

W. J. Priestley, President Tau Beta Pi

J. P. Lynch, President Y.M.C.A.

Lewis Heck, Editor Brown and White

R. D. Bell, Editor The Burr

E. F. Petersen, President Civil Engineering Society

W. D. Sanderson, President Arts and Science Club

W. J. Priestley, President Mechanical Engineering Society

H. O. Stephens, President Electrical Engineering Society

N. Cunningham, President Mining Society

A. Guerber, President Chemical Society

## Class of 1913

*E. F. Weaver, Correspondent*

1601 Union Blvd., Allentown, Pa.

The following letter from L. T. Mart, dated Feb. 23 reached me too late to include in last month's BULLETIN.

Dear Earle:

I was more than glad to receive your recent letter enclosing a list of our classmates and addresses, and here's hoping that I get to see some of them in my travels.

You show J. L. Clarke with an address as "unknown," but he was in San Francisco in November working for the Ingersoll-Rand Company in their local sales office. I got to talk with him over the telephone, but it was late in the day and we could not get together.

With personal regards and hoping that the new Alumni Register is issued in the near future, also hoping to see you at our next Class Reunion, I am

Very truly yours, LEON MART.

Here's another response — this one from Charlie Miller dated Feb. 20.

Dear Weaver:

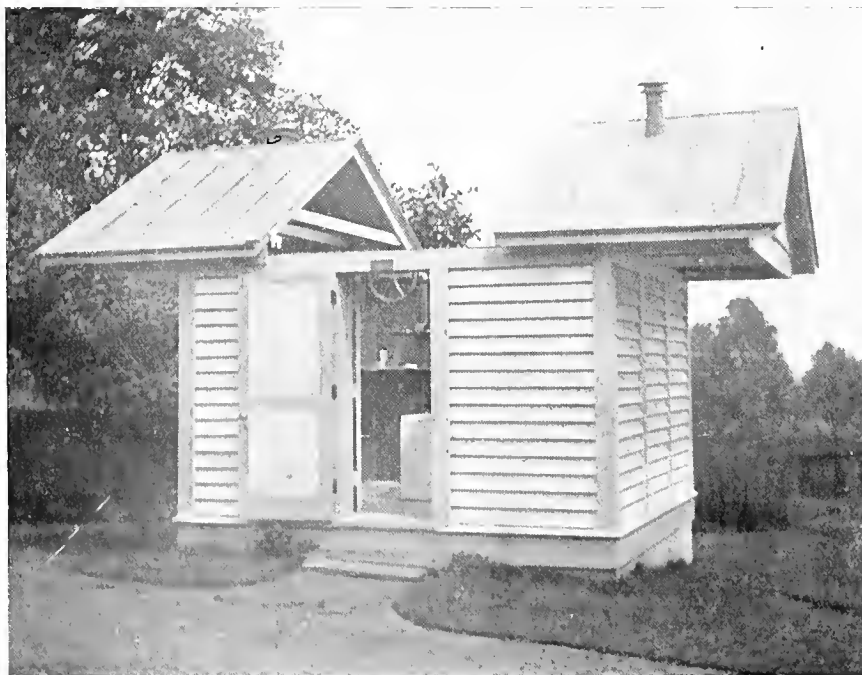
Thanks for the L. U. '13 class roster. I am going to try out the one for Johnson who I note you have as H. B. when it should be H. E. This is the first Christmas I have not received a card from the old picker of paragons since 1913.

One address I know to be wrong, that of F. B. Speed, Jr. Fletcher lives out beyond me and we meet on the way home every so often. His correct address according to the telephone directory is 4411 Sedgwick Rd., Baltimore, Md.

I looked for a fellow civil. Chimin Chu-Fuh and find his name missing from the list. Does that indicate he is dead? I hope not.

Speaking of lists, let me suggest that you, as the official scribe for '13, suggest to somebody in the Alumni Association or the University that a roster, both alphabetically and by classes, be issued once every five years at least. All the national engineering societies do and it might be used as a special gift for a subscription to the ALUMNI BULLETIN for the period between issues, preferably two years. Subscriptions of two or three years would be a darn sight better than singles from the publication standpoint. (Note I did not say damn — that's my Y.M.C.A. training).

After finishing this scrawl, I am going to write to ex-Professor Shorty Long. I heard from him shortly before the flood and have been intending to write ever since to find out if he was living in the hills. It is not likely such a successful chemist would be in the valley; only poorly paid servants of Uncle Sam like yours



**The Observatory Annex**

*How many recall this building, constructed in 1903, which temporarily housed the University telescope until the street car line forced its abandonment?*

truly have to do that and we here in Baltimore at least do not have to worry about old man river coming up to our door, for "they ain't" none — I mean rivers.

Sincerely,

C. N. MILLER.

The last paragraph of Charlie Miller's letter just reminded me that he and the rest of the class would doubtless be interested in the following local newspaper item which I clipped several weeks ago.

### 'Shorty' Long Talks on Paint

"Dr. J. S. 'Shorty' Long, chemical director, Louisville, Ky., returned to his Alma Mater last night and delivered an address in Packard auditorium before the Chemical Society. He discussed the subject 'Paint — A New Picture.'

"Dr. Long received a bachelor's degree in chemical engineering at Lehigh in '13, and a master's degree two years later.

"From 1915 until 1934 he was chemistry teacher at Lehigh accepting the position of chemical director for the Devoe and Reynolds Co. manufacturer of paints and varnishes."

While visiting the Philadelphia "Flower Show" recently, I ran into Stanley E. Muthart and found him looking prosperous. Mut was demonstrating power driven lawn mowers, cultivators and other garden equipment. If all '13ers hate to mow grass as much as I do he certainly should sell some of his equipment to his classmates.

### Class of 1914

J. O. Liebig, Correspondent

41 N. Fifth St., Allentown, Pa.

Recently a group of 1914 men met at the home of Walter Schrempel to discuss our 25-year reunion, among other things of interest to 1914. We have thirteen men in the three towns of Bethlehem, Easton and Allentown. In order to get some organization under way to accomplish whatever may be definitely decided upon, we have divided the class into districts. Lists of men falling in these districts will be furnished the "prime minister" of each district. The districts will be supervised as follows:

Bethlehem	Walter Schrempel
Baltimore	J. D. Kavanaugh
Philadelphia	W. F. Quast
Pittsburgh	R. A. Laedlein
New York	L. E. Wilson
Cleveland	George Nachman
Coal Regions	H. D. Baldwin
West Coast	Fred Bianco

One of our first attempts will be to get as many of the class as can to drop around this June. There are still many of you that are holding out on our letter of March 2. How about giving us a reply?

Howard E. Degler writes us a nice long letter. We are sorry the dope you sent before failed to land in the BULLETIN, Howard, but as we promised last month, there'll come a day. Howard has been working in a consulting capacity on a diesel power plant installation for the McDonald Observatory in West Texas.

This observatory, when completed, will be the second largest in the world. In an article in the January 1937 issue of the *Southern Power Journal* entitled "Seeing Stars with Diesels" the unusual plant was described. At present Howard is writing a senior textbook on internal combustion engines. He is also National Secretary-Treasurer of Pi Tau Sigma and expects to come east in the fall when the Lehigh Chapter entertains as host to the national convention.

Baldy Baldwin comes across and wonders why there is no news in the BULLETIN sometimes. Now we hope to correct such unwarranted mistakes. He believes there is too much comment on world affairs, and says the BULLETIN is excellent except for lack of '14 news (who can correct it?) He is still working for Westinghouse in Wilkes-Barre.

### Class of 1916

E. J. Clement, Correspondent

10 Sherman Square, New York City

### 100-Gun Man

(Continued from our last issue)

Right in the middle of Jim's demonstration of how that gangster's pistol works, he's liable to challenge you with "Darts at five paces, what do you say?"

You shudder and you blanch more bleach than good old Blanche Sweet ever had. But 5-pace darts in the offing are better than 1 pistol in the ribs so you gargle an acceptance. Besides, all the best detective-story writers claim that one teensy-weensy dart right in the middle of the heart is an ideal earthly



Illustrated is a night photograph of a Link-Belt Simon-Carves coal preparation plant at Island Creek Coal Company's Mine No. 20, Holden, W. Va. This is one of three such plants recently completed for this company. Each has a capacity of 500 tons per hour with complete facilities for sizing, washing and blending.

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Edward J. Burnell, '12  
C. A. Woerwag, '10  
Harold S. Pierce, '04  
Thomas A. Linton, '34

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# BIG NEWS

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Alumni Memorial Building

ending, as painless as the drilling of a dead dentist.

When you get to Jim's game room, and boy what a game room it is, you discover that the darts aren't thrown at each other after all. You're supposed to heave them in the general direction of a target because those darts come without any range finders, unless those feathers on the back end of the darts were that. But unless you're a Dizzy Dean or at least a Class D pitcher, you'll just as likely tattoo a surrealist design on the wall all around the target. But Jim, being the nice fellow he is, doesn't let you feel bad about pock-marking up his wall.

But about those guns. Jim Shields doesn't use them or do anything with them. He just collects them. And there wasn't any need of getting scared about them because there isn't a bullet in the house.

When Jim isn't going down to Center Street to get another license from Commissioner Valentine to add a new gun to his collection, Jim goes gunning for buyers and sellers of gray goods. Jim Shields is a textile broker with offices at 151 West 40th St., New York City.

Some years ago when Mr. William Hohenzollern went over into Holland (the Detroit of 1918) for a sit down, and Ensign Shields and Admiral Sims could turn the ruling of the waves back to King Neptune and give the barnacles back to Barnacle Bill, Jim returned to New York where he went into the cretonne business with Elms and Sellon, The Standist Mills. Later Jim shifted over to Cheney Bros. and silks. A few years ago when Cheney rearranged itself, Jim, who was then manager of the Gray Goods Department, took along his whole department, warp, woof and yardstick, and went into business for himself.

Jim handles gray goods which, to you engineers, are textiles as they come from the mills and before they are made over or converted into something else, Jim's clients include Cheney and Mallison.

Jim and Mrs. Jim and 15-year old Miss Jim live in 24 Gramercy Park, New York.

### Class of 1917

20 Year Reunion, June 11, 12, 1937

C. W. Kingsley, Correspondent

40 E. 88th St., New York City ..

On Tuesday night, March 11, Crichton, Breen, Hoagland, Youry and the writer congregated at Portz's office to formulate plans for the reunion. Hoagland and Youry thought they were to be mere observers, but before we finished with them they were participating members of the committee. Crichton drafted up a letter containing the results of our meeting which undoubtedly you have already received.

As the \$5 therein requested is undoubtedly the lowest amount for which any college graduate ever attended a 20th Reunion, let me urge everyone who plans to attend to forward his money promptly to Fred Portz, in care of the A. T. & T. Co., 195 Broadway, New York City. Doc Edwards has the honor of be-

ing the first to communicate with me and he says that he and Weary Williams will be among those present next June.

I imagine that a great many fellows will be motoring back to Bethlehem, and if they feel the way I do about it will probably prefer having company on the trip. So if any fellow isn't driving and would be willing to give a classmate the pleasure of his company, I suggest that he drop a note to Fred Portz who will put him in touch with someone from his vicinity who is motoring back and who, I am sure, will be delighted to have him as a companion.

To the best of my recollection the following have so far said they are coming back: Portz, Magee, Porter, Muter, Breen, Crichton, Youry, Hoagland, Bach, Buxton, Carmichael, McKay, Beck, Cook, Rapoport, and myself. This should be just a beginning and the committee hopes to have you announce your return intentions with five dollar bills to Portz.

Breen is very anxious to know if his one man audience is going to be there. For your information Breen is now, I believe, mayor of some deserted township in New Jersey. Let's hope he doesn't end up like our ex-mayor scribe.

Just as I was getting ready to mail this to the BULLETIN Portz phoned me to advise that credit for making the first payment goes to Kammerer. Portz added that of course he himself had paid, but as he is treasurer I will leave everything to your imagination.

### Class of 1918

A. E. Buchanan, Jr., Correspondent  
Remington Arms Co., Bridgeport, Conn.

Bob Campbell sent me a little souvenir that tells volumes in a few words. It is a grill room check from the Bel-Air Country Club, which I presume is in Beverly Hills, Calif. The items are as follows:

10 Scotch and Soda.....	\$ 4.00
2 Champagne .....	15.00
10 Cordials .....	3.50
10 Beer .....	2.50
10 Tequiles .....	3.00

Below are the signatures: "Slim" (H. D. Wilson, '01), S. E. Lambert, ('89), D. H. Kirkpatrick ('17), Ray M. Stettler ('18), Don Mac Isaac ('19), Bill Tizard ('18), Whitey Lewis ('18), Bob Campbell ('18), Shine Kirk ('05), (I took buttermilk) Harry Henchel ('19), and Babe Twombly ('18) (still on the wagon — yeah!)

Counting 'em up, it shoreuff looks like Shine *did take* buttermilk. But can't you just reconstruct that evening? A highball all around, and everyone feels expansive: "Hell, this is an important occasion; champagne all around, boy!" Then, "What, no more wine? Well, let's top off with a nice cordial. — Aw, who wants to go home? Let's all have a beer for old time's sake; that's the idea, beer for the old Lehigh boys... So you wanta close up, buddy. Well, O. K., just give us one round of something to polish off with. Tequila, sure! Just the thing! —

C'mon gang, lesh have nozzler Lehigh party nexsh week, washyasay?"

Bob says:

We had about 20 at the dinner, no need to elaborate just who was there because the ones you know best in this neck of the country have their signatures attached. Slim Wilson, Lambert, Whitey Lewis and I played golf in the afternoon. Since then, the same foursome played at Annandale as Lambert's guests. February 23 we are to play at Flintridge as Whitey's guests, and later at Middick as Slim's guests so you see we do get together once in a while.

All the boys looked healthy and prosperous whether they are or not. Whitey is still driving the water wagon and working hard. Dick Kirkpatrick has his health back, he had been very sick for some years back. Don MacIsaac in the building game here and is quite content. Bill Tizard is in fine fettle, business picking up and so is his waist line. He is highly thought of in the oil business here. Harry Heuchel and Boh Twombly still have very flexible elbows. I don't know whether I led the parade or brought up the rear but it was not so good next day.

I had a fine letter recently from Mizel, and am planning to get together with him soon. Measles is now located in Kingston, N. Y., and is proprietor of a thriving storage warehouse and local and long distance moving service. The old rascal is applying good Lehigh engineering principles to the business and making it go in a big way; he'll move you if you're moveable. He's already regarded as one of Kingston's leading citizens and says he rather enjoys being a big frog in a little puddle after his years on Broadway.

Eddie Corrigan, our Fox Chase boy, is still in Philly, working for the County Relief Board and living at 1960 Plymouth St.

Pete Grace is in the brokerage business with Marache Brothers, 60 Broad St., New York.

They tell me Eggie Wait is in Detroit, presumably "sitting down" at 19221 Bretton Drive.

Bill Boland is working for the Penna. Power & Light. When he's home, which isn't as often as he'd like, he lives just a stone's throw from the Alumni Memorial Building. But as far as I know he doesn't throw any stones.

At our table at the New York Club meeting on March 17 were Rudy Repko, home for a little while from South America, but going back soon; Swifty Thomas, and how that guy keeps young looking is a mystery to me; Oscar Lind with whom I chinned far into the night and then drove home to the Bronx on my way back to Bridgeport; Chick Barclay, '17, who doesn't belong in this column, but is a good enough guy that I've always wondered how he happened to get mixed up with that bunchabums.

So long, and shoot Kleanbore!

#### Class of 1920

*E. L. Forstall, Correspondent  
Rosemont, Pa.*

We are still looking for those Philadelphia 1920 men we mentioned last month to turn up at the weekly Monday Lehigh luncheon at 215 S. 15th St. No we have not been there every time ourselves but "Bernie" keeps an attendance book so we know just who has. The way it is growing, the proprietor threatens to fix up a room just for us. So come on gang, get the sleep out of



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your eyes and drop in for some mighty good seafood plus the usual line from "Pop" Shipherd, "Bernie," Dex War-riner and the rest.

From way up in Montreal comes a very prompt reply to our public request for a letter. "Swede" Johnson writes such a newsy letter that we cannot quote it all but here goes with some parts:

I took out my Canadian papers the day after election and now sing "God Save the King" with gusto. (Sure, Swede, it is the same tune as America). This past year I admit we've sometimes wondered for which king we were singing, but even that is 100 per cent better than chanting "God Save the United States Under Roosevelt and Lewis."

I'm still an enthusiastic rooter for the wide open spaces. My work takes me into the woods in Newfoundland, Nova Scotia, New Brunswick, Quebec, and Ontario, and I still find the murmuring pines and hemlocks and the cry of the Dungeness Whooper preferable to the rattle of New York City. (Elevated trains?)

We're still cutting the logs for your morning paper and extras, and hope the logs last and the demand for news continues, ad infinitum.

I have a daughter entering Wheaton next fall which makes me realize my hair ain't as thick as it used to be. Swede Jr. is coming along as a marksman and given time I'll have his right arm in twirling condition and his head tough enough to break open the Lafayette line.

Well now isn't that nice? That is the sort of news we would like to hear from a lot more of you fellows but after about six years of trying to pry it out we realize that other tactics are required. The command performance seems to work so, Louie Gieger you are next.

From the ever faithful Alumni office we have some names and the addresses that go with them:

D. S. Chamberlin, M. S. 1920 is Technical Engineer for the Warwick Chemical Co. at West Warwick, R. I., but should be addressed as before at 804 W. Market St., Bethlehem, Pa.

Clyde Flory is conveniently situated at Sellersville, Pa. If any of you fellows drive too fast between Philadelphia and Bethlehem and land in the ditch Dr. Flory will patch you up. He is surgeon at the Grandview Hospital.

Edward J. Lantz is with the Telephone Co. in Allentown and lives at 1350 Montrose Ave., Bethlehem.

Paul Memmert is Vocational Director for the Bethlehem School District. You will find him at 427 Washington Ave., Bethlehem.

P. S. Hasn't the band gotten those sousaphones yet?

### Class of 1921

Wm. H. Hall, Jr., Correspondent  
The Hall Grindstone Co., Constitution, O.

Since this issue of the BULLETIN is being sent to all of '21 on our active class roll I am addressing many for the first time. Permit me to hold current news until next month and publish some of the letters that have come to me in support of the Chemistry Laboratory project. Pop Shipherd, president of the Philadelphia Lehigh Club, writes as follows:

JOHN J. SHIPHERD  
2 Fisher Road  
Elkins Park, Pa.

Dear Mac:

I am with you 100 per cent in anything you want to do to make 1921 a Class of go-getters and not back sliders.

In fairness to those of us who are proud to say we are Lehigh men and of the Class of '21 I trust that you will, through our column, ask each of our classmates to contribute to the Fund for the Chandler Chemistry Laboratory addition, and do his best to put the Class of 1921 at the

top of the list, if not in dollars, at least in numbers. Let's try to put '21 on the Lehigh Map in capital letters.

Yours for Lehigh,  
"Pop" SHIPHERD.

March 21, 1937.

R. D. BILLINGER  
William H. Chandler Chemistry Laboratory  
Lehigh University, Bethlehem, Pa.

Dear Mac:

There are a pile of blueprints for the building addition on Dr. Ullmann's desk — plans which have had to be trimmed and recut to fit into the President's budget. But some sort of annex must come and the extent depends on cooperation from our good friends — the Alumni.

Let me give you just one example of crowded conditions. Remember the old Assay Lab, downstairs, where we thought a class of 25 men filled the place. Well, this term I have 43 eager freshmen doing Qualitative Analysis down there. They laugh, joke and sing while they work — like our old gang, but I know they would appreciate the better facilities which '21 and all the other Alumni Classes would want them to have.

Sincerely,

BOB.

March 12, 1937.

ALVIN T. WILSON  
Captain Infantry Reserve  
Washington, D. C.

Dear Gang:

When I relinquished the job of class agent and reporter in June 1936 I promised Mac Hall I would have only the time to give him the initial help that he needed to get going but now he has put in a request that is hard to refuse. He is getting actively behind the campaign for the chem-lab addition and he needs the help of absolutely everyone.

Please give him the whole hearted and ready assistance you always gave me on my many requests over a period of 15 years. We all know the crying need for this addition so let's do our share.

Sincerely,

BRICK.

March 27, 1937.

To All of '21:

Each year on Alumni Day a chart hangs on the walls in the Alumni Memorial Building before all of the Alumni Classes gathered there. Each year '21 has been proud of her standing that has been shown on the chart — proud of the support given to our Alma Mater.

A vote of thanks was given to Brick Wilson last June at our class meeting and if a vote of thanks is due Shipherd and Billinger for their untiring efforts in behalf of our class, there must be included the many of our class who have been so loyal in the past.

I can add but little to the remarks of Shipherd and Wilson but want to remind the few of our classmates who are seldom heard from that now, after 15 years, Lehigh and '21 expect their support in making '21 outstanding among the classes and that if you do just your share, no other class will be above our own class on Alumni Day.

You can put '21 on the Lehigh Map in capital letters, as Shipherd says, if you will do your part in supporting your Alumni Association — and, by the way, do your bit in sending your correspondent news of yourself or a classmate from time to time so that our BULLETIN column will serve its purpose.

Yours for Lehigh and 1921.

WM. M. HALL, JR.,  
Class Agent.

### Class of 1922

15-Year Reunion, June 11, 12, 1937

C. C. Strauch, Correspondent  
2805 Haverford Rd., Ardmore, Pa.

#### Notice!!! Re-union Special

Lee G. Barthold at 530 13th Ave., Bethlehem, Pa. is heading up the Twenty-second Re-union arrangements, and all wisecracks and suggestions should be mailed to him pronto, together with your promise that you will be there on Friday and Saturday of Alumni Week.

The plans to date include headquarters and dinner at the Saucon Valley Country Club, with no more than two speakers, both of whom I can assure you will be interesting and brief.

Lee is doing a good job lining this stuff up and needs your cooperation and help. Re-union costs will be kept down to a minimum if you fellows will take a penny card and tell Lee that you will be there. It is impossible to make defin-

ite price arrangements for a dinner without knowing how many men will attend. It is equally impossible to make costume arrangements without knowing how many men will be there.

You will receive in the next few weeks full particulars in a letter which Lee is now preparing, and this letter will give more pertinent information as to who will be there and how they will get there. Enough for the Re-union now, but more later.

"Red" Gangwere is assistant superintendent of the Reading Locomotive Shops in Reading, Pa. "Red," if you don't show up for the Re-union it is going to be too bad if we ever do catch up with you.

Charlie Connell and your Correspondent spent an afternoon and evening in Bethlehem at the Wrestling Intercollegiate and saw Lee Barthold for a short time during our attempts to find out how many '22 men were back at the meet.

Talked with "Wop" Saltzman on the 'phone about two weeks ago and he swears he will be in Bethlehem for the Reunion. "Wop" is still with Standard Oil and gets in to Philadelphia about once a month.

### Class of 1923

A. C. Cusick, Correspondent

1819 Maple St., Bethlehem, Pa.

Not a word from '23 in any issue to date this year. You fellows have sat back and have wondered what the hell has happened; so have I. The long span of silence, absence of notes for eight issues hasn't been responsible for a "rise" from any one member of our class. I'm ashamed of you all. You know, changes of address are not news items to me and since I haven't had anything else but — no column.

Well, Saturday I met Tommie Smith with his wife and daughter looking over the Easter Bunny in Allentown. You wouldn't recognize Tom; honestly he has put on plenty of weight but with it all he still retains that ever ready healthful smile of his. Tom is looking for customers in Jamaica and its environs.

Sorry to learn that Dan Quick has been sick and hope by this time he is quite his natural self again.

Len Bray has been under the weather for quite a "spell" and is now returning to normal. Len has lost considerable weight but feels much better now.

Candidates for this job for next year are requested to file applications early as they will be considered in the order that their applications are received. I'm washed up and I feel that new blood will do much to stimulate interest in the column for the good of the class.

### Class of 1924

E. V. Bennett, Correspondent

321 E. Fairview St., Bethlehem, Pa.

Believe it or not, after a year and a half sit-down, '24 is back again in the news.

Reason: this issue of the BULLETIN goes to ALL of the boys.

I haven't run across very many members of the class within the past year



so most of this information is second-hand, and allowances must therefore be made for inaccuracies.

Saw Eddie Robinson and Brewster Grace at the Princeton wrestling match. Both looked well and prosperous, and may be among those economic royalists whom F. D. R. tells us about.

Jimmie Stanford and Paul Schwartz were on deck for the Eastern Intercollegiate Wrestling Championships at Bethlehem a couple of weeks ago, but if any more of the boys were present, I failed to spot them.

Newt Wiegner has gotten himself a job with Mr. Schwab's steel company here in Bethlehem. The 'phone directory lists his address at 740 Eighth Ave.

That number one class traveler, George Hampton, is now assistant manager of the Post Products Division of General Foods at Battle Creek, Mich. When I last heard from him he was in some remote part of the Orient purchasing fish eyes for Tapioca, or some other unfamiliar products. His home address is 85 Frances Drive, Country Club Hill, Battle Creek.

The one class Democrat is apparently Jan Rice, who turns up a Washington Brain-Truster. His title is Chief of Coordinating Section, Procedure Division, Resettlement Administration, Washington, D. C. That's a real title, and we hope the salary is as long as the name. His home address is Revere Apt., 1201 M St., Northwest, Washington.

Another active mover is Paul Campbell. He has been located with DuPont in the Engineering Dept., and his home address is 819 N. Harrison St., Wilmington, Del.

A neighbor of his is Eddie Hartman who is a sales representative of Ludlow Mfg. Co., and also parks the carcass in Wilmington at 122 S. Road, Lindamere.

Max Glen is apparently coming up in the world and was last heard from as Traffic Manager for Colgate-Palmolive-Peet Co., at Jeffersonville, Ind. In the event the flood didn't get him, he lives at 1244 Cherokee Rd., Louisville, Ky.

Speaking of titles, another class Ph.D. is Bill Canavan, who is Associate Professor of Bacteriology at the School of Medicine, University of Oklahoma, at Oklahoma City.

Eddie Gorham is still at Miami, Florida, and lives at 645 N. E. 31st. He is connected with the Biscayne laboratory and apparently rates some political drag, for I understand he is City Chemist.

Bill Drake and I occasionally cuss and discuss bowling on the Minsi Trail Rattler going to work. Bill's skill with parabolas and railroad curves apparently doesn't impress his bowling ball for the old average still stays around 150.

Sid Sattenstein is now a captain commanding CCC Camp 341 at Benton, Pa. When we have the next war, we will probably all be looking him up for soft jobs.

The Mets will be interested to know that the Ohio State Ceramic Expert, C. A. Smith, is Works Manager and Chief Engineer of the Mexico Refractories Co., at Mexico, Mo.

Times have changed, and now the BULLETIN requests that correspondents refrain from being too windy. Hence, considerable more Class facts and figures go back into cold storage. One of these days I may fool you and get out another questionnaire. I am curious to know how many have joined the Union and what you think of King Franklin I.

### Class of 1927

10-Year Reunion, June 11, 12, 1937

H. O. Nutting Jr., Correspondent

14 E. Walnut St., Lebanon, Pa.

Through the generosity of the Alumni Fund it is possible this month for the column to reach every class member. This is your correspondent's first chance to have the word carried direct, so upon receipt of that news it seems most important to get before you the progress that has been made with the 10th reunion plans, which will be the weekend of June 12th. To begin with, the following committee has been drawn up and has held several meetings to date:

Fliv Ford, General Chairman

Milt Riskin, Financial

Ned Martin, Parade

Ben Ames, Banquet

Mitch Van Billiard, Publicity

It hardly seems fair to make public

## Sources of Service ...

Two Sources of Service have greatly increased the efficiency and economic output of the leading coal mines throughout the country.

One Source of Service is Lehigh University. A list of notable mine executives, engineers, managers and presidents of industrial companies in the vicinity of the mining fields, reads like a roster of Lehigh graduates. Out of the 51,000,000 tons of anthracite mined in the United States in a year, 20,000,000 tons were mined by companies headed by Lehigh men. That is one of the Sources of Service.

The other Source is American Car and Foundry Company. A.C.F. plants at Berwick, Pa.; Huntington, W. Va.; Bloomsburg, Pa.; and Terre Haute, Ind.,—each in the heart of a mining region—have supplied mine cars providing the most economical transportation. For eighty-seven years, A.C.F. has been studying the industry's requirements and has been constantly developing new and more modern equipment to meet those needs. Take advantage of our cordial invitation to visit the nearest A.C.F. plant.



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- Bethlehem** (Home Club), P. J. Ganey, '16, (P); L. J. Bray, '23, (S), 1920 Kenmore Ave.
- Boston**, A. D. Bach, '17, (P); H. Lewin, '26, (S), 17 Pleasant St., Malden, Mass.
- Central New York**, Gordon Kent, '07, (S), The Kent Co., Rome, N. Y.
- Central Penna.**, J. C. Kelley, '28, (P); H. C. Towle, Jr., '28, (S), P.O. Box 404, Progress, Pa.
- Chicago**, R. H. Potts, '22, (P); A. Lehr, '29, (S), Bethlehem Steel Co., Wrigley Bldg.
- China**, L. A. Fritchman, '18, (P); T. C. Yen, '01, (S), Ministry of Railways, Nanking, China.
- Cincinnati**, L. T. Rainey, '99, (P); W. S. Major, '21, (S), 801 Chamber of Commerce Bldg.
- Delaware**, John Boyt, '97, (P); G. H. Cross, Jr., '30, (S), 832 Adams St., Wilmington, Del.
- Detroit**, R. J. Purdy, '28, (S), S. S. Kresge Co., 2727 2nd Blvd.
- Maryland**, Thomson King, '08, (P); W. E. Miller, Jr., '30, (S), 211 Hawthorne Rd., Roland Park, Baltimore, Md.
- New York**, L. E. Wilson, '14, (P); Wm. Wirt Mills, '87, (S), 30 Church St.
- Northeast Penna.**, John A. Hart, '12, (P), Mayfield, Pa.
- Northern New Jersey**, J. H. Hunoval, '31, (P); H. F. Casselman, (S), 331 Turrell Ave., South Orange, N. J.
- Northern Calif.**, R. H. Tucker, '79, (P); R. C. Moore, '27, (S), 705 Walla Vista Ave., Oakland, Calif.
- Northern N. Y.**, J. C. Ryan, '01, (P); Nelson Cox, (S), 1002 Eastern Ave., Schenectady, N. Y.
- Northern Ohio**, B. M. Kent, '04, (P); J. C. Croxton, '27, (S), 2668 Berkshire Rd., Cleveland Heights, Ohio.
- Philadelphia**, J. J. Shipherd, '21, (P); Moriz Bernstein, '96, (S), 2130 Estangh St.
- Pittsburgh**, Harry Eisenhart, '03, (P); E. Stotz, Jr., '20, (S), 801 Bessemer Bldg.
- Pottstown**, W. R. Bunting, '07, (S), 349 Highland Rd.
- Southern New England**, C. H. Veeder, '86, (P); J. W. Thurston, '96, (S), 168 Quaker Lane, Hartford, Conn.
- Southcast Penna.**, O. V. Greene, '22, (P); George Potts, '23, (S), 536 Court St., Reading, Pa.
- Southern Anthracite**, H. R. Randall, '23, (P), Rhoads Contracting Co., Ashland, Pa.
- Southern Calif.**, Robert Campbell, '18, (P); A. D. Shonk, '27, (S), 904 Coronado Drive, Glendale, Calif.
- Trenton**, J. H. Pennington, '97, (P); C. W. Banks, '32, (S), Crescent Insulated Wire & Cable Co., 1642 Lawrence Rd.
- Washington, D. C.**, W. A. Draper, '07, (P); S. L. Gregg, '31, (S), 3614 Connecticut Ave., N. W.
- Western New York**, W. H. Hunton, '20, (P); G. B. Henry, '25, (S), 1208 Northland Ave., Buffalo, N. Y.
- York, Pa.**, J. L. Rosemiller, '19, (P); S. H. Shipley, '22, (S), Country Club Road.
- Youngstown, Ohio**, W. F. McGarrity, '31, (S), 162 Upland Ave.

the decisions reached as to the costumes but Ned Martin has something original, up to the minute, inexpensive, and one that will go down on the books as being a huge success. cost — not to exceed \$1.00. Flickingers Hall, (outskirts of Hellertown) appears to be putting in a strong bid for the goose, and what is a 10th reunion without a goose? Our 5th reunion was attended by the following: Armstrong, Askin, Barba, Bester, Bittrich, Bletz, Borchers, Bowler, Brill, Broads, C. E. Brown, H. A. Brown, Carozza, Castor, Chacey, Class, Concilio, Coombe, Cooper, Cottrell, Covert, DeGray, DeWolfe, Doll, Easterbrook, Farrell, Feuerbach, Ford, Fuller, Furnival, Gould, Greenberg, Gutowitz, Hague, Hamrah, Harrier, Harvey, Hertzler, Hoover, Keller, Kemp, Kneibels, Kost, Krey, Krone, Lake, Lee, Lewis, Long, Longo, McCarty, McCombs, McCord, McKechnie, Manner, Martin, Martindale, Marvin, Matheson, Medoff, Molitor, Nutting, Oswald, Phyfe, Pitts, Pursel, Rieffe, Rights, Riskin, Robinson, Rupp, Samson, Schaeffer, Smeltzer, Spillman, Staller, Stoddard, Strohl, Tyler, Van Billiard, Varga, Weynberg, Wilhelm, Wilmurt, and Wright. The above list totals 85. It is hoped that more will turn out for the 10th because it seems the second five years out were tougher hence more consolation will be needed than that offered by the Dutch Band five years ago (for those who remember). Ozzie will have his trumpet but Wilmurt won't lead.

There have been a number of changes in address lately also some real news about our fellow members, and not to seek credit there appears in this little BULLETIN each month a column devoted to 1927 news. To date only fifty members know about it, so a general appeal is made to you to subscribe at once and keep in touch with Lehigh. That's not asking too much for you'll get value received under the present new regime. It is with real regret that your correspondent is limited to space; there are many items still to be covered, so carry on.

### Class of 1930

*F. J. Whitney, Jr., Correspondent*  
322 N. Matlack St., West Chester, Pa.

"In the Spring a young man's fancy lightly turns to love" and then to marriage. Such is the case with Lester Herman. Lester ushered in the Spring season by taking unto himself a bride. And so we have another bachelor deserting the fold. All that one can say after seeing so many girls accept so many of us is that the weaker sex certainly is most optimistic when they bind themselves to us. Methinks at times if they could have seen the holes in our socks before we were married, they would certainly have reneged at being our official "holer upper."

We all congratulate Lester and his bride and do wish them both success and happiness for many reunions to come.

It might be appropriate at this time to make an advance announcement: "Reunion the first week in June, 1940." Some

of you brothers of the faith can now begin to make up very logical excuses for remaining away that week-end.

Paul Brosz is master of his Masonic Lodge in Philadelphia. He does the degree work excellently and with very few errors, which is quite an achievement.

Robert MacLean is a dentist in Jersey City and his office is at 92 Fairview Avenue. From his tracer it appears that he lives at the same address.

Samuel S. Miller is co-manager of the Benjamin Miller Estate at Danville, Pa. Thanks Sam, for the Bulletin subscription.

George H. Cross, Jr., is in the explosives department of E. I. duPont in Wilmington. His residence is 822 Adams St. in the same city.

David Hendlin is a lawyer in the office of Hays, Wolf, Kaufman & Schwabacher in New York City.

Irving M. Clyne is a physician at Far Rockaway, L. I.

Robert M. Reese is with the Pennsylvania Liquor Control Board at Harrisburg. He is living at 93 James St., Kingston, Pa.

Sam Gidding, M. D., is now practicing in Wildwood, N. J.

B. L. Getz is back again in Allentown. His address is 212 N. 6th St.

K. A. Earhart is still connected with the Devoe & Reynolds Co. His title is resin chemist.

Dick Lyman is an instructor in the Wyomissing Polytechnic Institute at Wyomissing, Pa.

W. J. Schupner is employed in the Combustion Engineering Corp., at 200 Madison Ave., New York City.

Richard H. Osgood is sales representative of the Metropolitan district of New York for the Okonite Co.

Don Stabler is with the Pennsylvania Supply Co. in Harrisburg.

### Class of 1932

**5-Year Reunion, June 11, 12, 1937**

*Carl F. Schier, Jr., Correspondent*  
2308 Bryan Park Ave., Richmond, Va.

Since this month's copy of the BULLETIN is going out to all members of the Class I wish to take this opportunity to thank you all for your splendid cooperation during the past year. Even though many of you have not been subscribers to one of the best BULLETINS that has ever been published, by maintaining close contact with the Alumni office it has been possible to keep the Class, as a whole before those who have subscribed.

Just a few weeks from now we will be celebrating our Fifth Year Reunion and from present indications it promises to be a WOW! By turning out at least 100 members, the Class should walk away with the Cup for the best turnout, which is all the more reason why everyone should be present. It's a swell opportunity to see all the old gang again and as reports come pouring in to me you can count on just about everyone being there.

Let's pause a moment now to reminisce — the event I have in mind was of

very recent occurrence. I'm thinking of the record slips that were mailed to you early in the year. Of course, I realize that filling out and returning a sheet of paper of that nature is pretty much of a nuisance but I was interested only in obtaining information of such a personal nature because I want my records of each member of the Class to be as accurate as possible. So now — for those who haven't sent them in, how about rummaging around in that old desk drawer to find the record slip — fill it out — and mail it today!

Horl (Chiseled from the Wood) Freiday is busily engaged in figuring proposal calculations for the Combustion Engineering Co., Inc. of New York City. Horl's residence is at 35 Cleveland Terrace, East Orange, N. J. Paul Behney is with Bethlehem Steel in their Lebanon, Pa. plant where he is engaged as a physical testing engineer. Mail will reach him at 730½ Lehman St. in Lebanon. Ed Gormley, from whom we so seldom hear, is doing engineering work for the Diamond Coal Land Co., Hazleton, Pa. Ed's residence is at 135 S. Wyoming St., Hazleton.

Vince Berger carries the title of safety engineer for the U. S. Fidelity & Guaranty Co. in their Detroit office. Vince is living at 7373 Woodrow Wilson Ave. in Detroit. Sid Lancit is executive manager of Lorston Studios, Inc., Newark, N. J. in their Plainfield studio. Jerry Barrett is engaged in the practice of law with the firm Daru, Hellman & Winter of New York City. Jerry's home is at 320 Riverside Drive.

Louis Bock who completed his studies at Moravian is assistant manager of Bock's Style Shop in Bethlehem and resides at 533 Sixth Avenue. Doug Davidson is on the staff of the University of Pennsylvania Hospital, Philadelphia. Bob Clark's latest address is Webster Hall Hotel, Pittsburgh, Pa., while in Pittsburgh, California, Al Barnard gives his address as the Hotel Las Medauros.

### Class of 1933

*Burt Riviere, Correspondent*  
902 Chamber of Commerce Bldg.,  
Pittsburgh, Pa.

As we swung into the balmy days that are so current nationwide, I thought that you boys would want to air your pens and pencils with a bit of information for the ole' correspondent who sits here waiting for news. But alas! Such was not the case.

As usual, however, Tommy Harleman crashes through with more news. Here's a quote:

Was able to get home for the Interfraternity Ball on February the sixth; also attended Sigma Phi's celebration of its fiftieth year at Lehigh. The Maennerchor was where I saw most of the following: Chip and Mrs. Dow; guess married life must agree with them as they both look well and happy. Chuck Mitchell, Rudy Sosna, Al Burhouse, and Rosey Rhodes were also present. On Rick Lafman's first trip to Bethlehem since graduation he was accompanied by his charming wife. They came from Wilmington, Del., where Rick works for duPont.

By the way, only today—March 31st—did a long letter arrive from "Chip" Dow. He reports that he has his life insurance business running along in

## PAINT RESEARCH OFFERS WIDE FIELD FOR YOUNG CHEMISTS



Dr. J. S. Long, Former Professor of Chemistry at Lehigh University, and an assistant in the Devoe Laboratory.

Every year, many young men come to me seeking help in choosing a career.

Because I am a chemist, most of them are interested in some branch of chemistry. "What is there left for us to do?" they ask. And as any serious student of chemistry would reply, I say: "Plenty." For those who prefer a field as yet uncrowded by many notable scientific achievements, I direct their attention to paint. There's chemistry in paint. For several hundred years home-owners have been slapping plain Lead and Oil on their home. Recently, my associates and I at the Devoe Laboratories in Louisville, developed a new method of house painting known as the Devoe 2-Coat System. Compared with old methods, it is a definite step forward—an advance. But the chemists have just begun.

In paint research there lies great opportunity for young chemists. There is much as yet undone in the scientific development of paint products and their methods of manufacture.

(This article published by F.E. Weinland, Bethlehem, Pa., local agent for Devoe & Reynolds Products)

BY DR. J. S. LONG, PH.D.

As an example, our 2-Coat System is based on the control of oil vehicle by a chemical combination of two different oils. Using this processed vehicle in our Undercoat, the wood no longer is permitted to suck the paint surface dry—to crack, chip or peel quickly.

The Undercoat grips the wood without deep penetration, seals the wood pores and provides a perfect, resilient foundation. The next, a Topcoat, is formulated with new metallic pigments having great hiding power and the ability to resist the destructive ultra-violet rays of the sun—averting usual paint failures.

With our company are 11 other Lehigh men, G. L. Ball, Jr., '30; E. W. Diener, '28; K. A. Earhart, '31; T. K. Garihan, '36; S. R. Goodrich, '35; C. M. Jackson, '33; C. F. Miller, '35; Ben Rabin, '32; A. E. Rheineck, '31; and G. A. Voehl, '36.

Definitely, there is a future for chemists in paint.

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J. R. P. PERRY, '26

smooth fashion; that he advocates married life; that most things are about the same in the valley. That about covers the field. Right?

Out here in Pittsburgh the other day a crowd of the unmarried boys of our class got together for a gathering. We started to have the married boys there, but had so much tough luck trying to get them organized that it had to be given up as a bad job. Those who contributed to the hilarity were Johnny McElwain, Fritz Keck, Carl Miller, Harry Walker, Jim Roessle, and long lost Frank Snively. . . One guess from all you fellows as to the real treat of the evening; yes it was the jokes of Mr. McElwain. Some fellow — no wonder he is in the selling department of the Peoples Natural Gas Company.

Another banker in the crowd! Yes, Elmer Glick has decided the twirling experience on Lehigh's nine might aid in hurling the coins around the Bethlehem National Bank. Please don't forget your old classmates in June when they are back for reunion and need some money!

Some news from Jack Layton! Can you believe it? "Back to the old home town for me," says Jack. Yes, he is in Georgetown, Delaware practicing law. By the way, Jack, what has happened to those Lehigh boys who were in your law classes at Penn. among whom was Mart Reed?

From the "tracer" news I learn that the Johns-Manville Sales Corporation has sent Bob Lutz to Wheeling, West Virginia where he reports at 112 Chapline Street.

Speaking of West Virginia reminds your correspondent of "Pete" Peck of Charleston. He used to be a very faithful source of news, but he seems to have dropped away into hard work (??).

Editorial Staff, "Gasoline Retailer Publication," 480 Lexington Avenue, New York. This gives the most current information about Bill Cole.

You all must remember Erich Kremer who created such an upset in the 1933 wrestling Intercollegiates at Lehigh. He is now selling for the Balles, Kremer Co., which is located at 417 E. 31st St., in Paterson, N. J.

Most of us will be glad to learn something of the first vice-president our class ever had. None other than Elliott Brennan. He seems to have turned up at Macy's tremendous department store in New York where he is an Assistant Delivery Superintendent.

### Class of 1935

*L. P. Struble, Correspondent*  
530 Academy Ave., Sewickley, Pa.

If I were to believe in that old adage: "No news is good news" I would certainly think that the members of the class were well off, with no worries, plenty of dough and riding high. For the past two months the volume of class correspondence received by me has hit a new low. In fact it was so low that it can go no lower for there was none.

Such a display of "cooperation" is far from being conducive toward writing this column and as was the case last month, no letters — no column. I firmly believe

that it is very essential to keep this column going every month in order that some semblance of unity remain with the class. By doing such the University as a whole will benefit and successful reunions are assured.

Here we are less than two years out of college and our enthusiasm with regard to class spirit has hit what will be an all-time low. I'm sure that very few of you are so weighted down with families and the like that you can't find time to drop your columnist a line.

What do you say, gang, are you going to get out the pen and ink and load up that Sewickley postman? He's a big fellow and can stand a lot, so let nothing hold you back.

Bob Colbaugh made his appearance in the Ohio Valley the other night. He seems to be no worse off in spite of being minus an appendix. He claims to be an industrial engineer with Carnegie-Illinois Steel Co. too, but I thought that title was usually dropped once the diploma had been hid in the trunk in the attic.

Ed Williams is living in Pittsburgh now, but so far I have been unable to get in touch with him.

Dick Wilson is also in these parts with Westinghouse. He seems to be learning his electricity fast too, for he did a very fancy wiring job on a doll house at Christmas time. Sorry, must admit it was for someone else.

When answering this appeal of mine you might also get out the check book and send Cornelius a little something to furnish the new Chem Lab with a few test tubes.

## PROFESSIONAL CARDS

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Rezin Davis Svend B. Sommer

New York City Singer Building  
149 Broadway  
**WILLIAM C. MAYER, B.S., '15**  
L.L.B. New York Law School  
Counsellor at Law

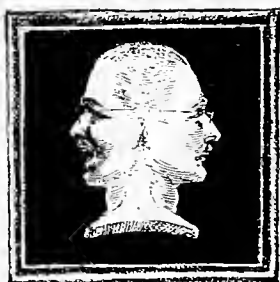
**ARTHUR O. KNIGHT, '98**  
233 Broadway New York City  
Cortlandt 7-3240  
PATENTS TRADE MARKS  
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National 1100  
**BALDWIN & WIGHT**  
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Donald M. Wight, '23

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GENERAL INSURANCE

As they  
**THINK**  
you are



As you  
**REALLY**  
are

Advertisers are funny folks:

They look at people in bunches and draw some amazingly inaccurate conclusions. They seem to think that a yachtsman goes to his office in blue coat and white trousers, that a horseman wears spurs to keep his feet from rolling off his desk. Here's what they think about college graduates:



They think all your daytime hours are spent yelling at football games.

Never do you buy an automobile.

We've got to change that notion.

Are you going to buy a car this year?

If so, please tell us.



They think you spend your evening hours at class reunions.

You wouldn't think of buying an electric refrigerator.

Or would you?  
Please tell us.



They think you spend your vacations at Commencement get-togethers.

You're not one of the people who go abroad.

Or are you?  
If so, please tell us.



*It comes down to this:—*

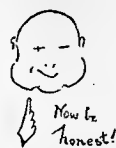


This magazine is a good advertising medium but it is hard to convince the advertiser of it. We are in competition with the big national magazines that spend hundreds of thousands of dollars a year on market investigations and research. The big fellows prove what they've got. We little fellows must prove it too. The most convincing proof is definite statements from our readers as to their intended purchases this year.

We hate to be a nuisance. We realize fully that requests for information of this sort are distasteful but we are most anxious to get advertising. All advertising revenue is plowed back to improve the magazine and thus redound to the prestige of our college.

We appeal to your loyalty to fill out the adjoining prepaid questionnaire and send it to us today.

## My Purchasing Plans for 1937



Unless seriously considering purchasing products or services listed, please don't check. **OUR ADVERTISERS ARE PRINTED IN TYPE LIKE THIS, PLEASE FAVOR IF POSSIBLE.**

### For My Home

- ☐ Electric Refrigerator  
☐ **FRIGIDAIRE**  
☐ **KELVINATOR**  
☐

### Other Products

- |   |  |
|---|--|
| <input type="checkbox"/> Air Conditioning | <input type="checkbox"/> Coal Stoker     |
| <input type="checkbox"/> Oil Burner       | <input type="checkbox"/> Electric Range  |
| <input type="checkbox"/> Water Heater     | <input type="checkbox"/> Electric Washer |
| <input type="checkbox"/> Boiler Burner    | <input type="checkbox"/> Electric Ironer |



I plan to ☐ Build ☐ Buy ☐ Remodel in 1937

- ☐ Send free booklet on **KELVIN HOME**  
☐ Send free booklet on **DELCO-FRIGIDAIRE** Heating and Air Conditioning Products.

### Careers for College Graduates

A survey of average earnings of members of a class ten years after graduation showed insurance men at the top of the list.

Check here if interested in entering life insurance salesmanship:

- ☐ On commission basis ☐ On fixed compensation basis  
Check here for a copy of the free booklet:  
☐ "Insurance Careers for College Graduates"

### For My Future

I am interested in receiving information about:

- ☐ Investment Program for the Future  
☐ Retirement Income Plan  
☐ Monthly Income for my Family  
☐ Educational Insurance for My Children  
☐ Inheritance Tax Insurance  
☐

### Personal Property Insurance

- ☐ Please send me a free **HOUSEHOLD INVENTORY** Booklet

### Automobiles

- ☐ Under \$800 ☐ \$800-\$1200 ☐ \$1200-\$2000 ☐ Over \$2000

- |   |  |                                   |
|---|--|-----------------------------------|
| <input type="checkbox"/> <b>CHEVROLET</b> | <input type="checkbox"/> La Salle          | <input type="checkbox"/>          |
| <input type="checkbox"/> Cadillac         | <input type="checkbox"/> <b>OLDSMOBILE</b> | <input type="checkbox"/> Used Car |
| <input type="checkbox"/> <b>CORD</b>      | <input type="checkbox"/> Pontiac           | <input type="checkbox"/> trailer  |
| <input type="checkbox"/> Dodge            | <input type="checkbox"/> Packard           | <input type="checkbox"/> truck    |

### Accessories

- ☐ **GOODRICH TIRES** ☐ Battery  
☐ Tires ☐ Auto Heater

### Typewriters

- ☐ **REMINGTON** ☐ Portable  
☐ **L. C. SMITH-CORONA** ☐ Office  
☐



### Special Offers

- ☐ **NEWS WEEK**—the illustrated News Magazine. Send me the next 20 issues and bill for \$1.00 (half the single copy price). Special offer new subscribers only.  
☐ **HEALTH RAY SUN LAMP**—Send full details of special **FREE TRIAL OFFER**.  
☐ **FRANK BROTHERS' FREE** Booklet, "Shoe Styles for Men"

**NAME** .....  
**ADDRESS** .....  
**CITY** ..... **STATE** .....  
**COLLEGE** ..... **CLASS** .....  
**OCCUPATION** ..... (4)

Tear out coupon carefully along dotted lines

Please Fill Out Other Side of This Coupon

Then fold for mailing as indicated on reverse side



## My Future Plans for 1937

### Travel

I am considering using the following travel lines and services:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> French Line      | <input type="checkbox"/> Carleton Tours | <input type="checkbox"/> Pinnacle Inn      |
| <input type="checkbox"/> Italian Line     | <input type="checkbox"/> James Boring   | <input type="checkbox"/> Mayflower Hotels  |
| <input type="checkbox"/> Sika Freighters  | <input type="checkbox"/> Univ. Travel   | <input type="checkbox"/> Pleasant I. Lodge |
| <input type="checkbox"/> Sou. Pac. Ry.    | <input type="checkbox"/> Farley Agency  | <input type="checkbox"/> Hotel Seymour     |
| <input type="checkbox"/> Chi. & N. W. Ry. | <input type="checkbox"/> John G. Hall   | <input type="checkbox"/> Can. Properties   |
| <input type="checkbox"/> Atl. Coast Ry.   | <input type="checkbox"/> Rudolph Bureau |  |
| <input type="checkbox"/> Powers Tours     | <input type="checkbox"/> Temple Tours   |  |

Airlines I Am Considering Using

- ☐ American Airlines ☐ Pan American

From \_\_\_\_\_  
To \_\_\_\_\_

SLIT HERE

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> Europe      | <input type="checkbox"/> Powers \$159 "Around America Tours" |
| <input type="checkbox"/> Sweden      | <input type="checkbox"/> West Indies                         |
| <input type="checkbox"/> Switzerland | <input type="checkbox"/> Florida                             |
| <input type="checkbox"/> So. Africa  | <input type="checkbox"/> New England                         |
| <input type="checkbox"/> Nassau      | <input type="checkbox"/> Mexico                              |
| <input type="checkbox"/> Bermuda     | <input type="checkbox"/> Oregon                              |
|                                      | <input type="checkbox"/> California                          |
|                                      | <input type="checkbox"/> Pacific Northwest                   |
|                                      | <input type="checkbox"/> National Parks                      |
|                                      | <input type="checkbox"/> Yosemite                            |
|                                      | <input type="checkbox"/> Transcontinental                    |

MY SCORE IN THE QUIZ WAS

FOLD BACK

GRADUATE GROUP, Inc.

30 Rockefeller Plaza

New York, N. Y.

POSTAGE WILL BE PAID BY—

**BUSINESS REPLY ENVELOPE**  
No postage stamp necessary if mailed in the United States

FIRST CLASS  
PERMIT No. 11299  
Sec. 510 (P.L.&R.)  
New York, N. Y.

FOLD BACK

### Private or Professional Schools

- |  |  |  |
|--|--|--|
| <b>Boys</b>                                  | <b>Northwood</b>                         | <b>Professional</b>                              |
| <input type="checkbox"/> Cranbrook           | <input type="checkbox"/> Roxbury         | <input type="checkbox"/> Amer. Academy           |
| <input type="checkbox"/> Franklin & Marshall | <input type="checkbox"/> Williston       | <input type="checkbox"/> of Dramatic Arts        |
| <input type="checkbox"/> George              | <b>Girls</b>                             | <input type="checkbox"/> Acting, Directing       |
| <input type="checkbox"/> Hebron              | <input type="checkbox"/> St. Anne's      | <input type="checkbox"/> Teachers' Summer Course |
| <input type="checkbox"/> Milford             | <input type="checkbox"/> St. Catherine's | <input type="checkbox"/> Katharine Gibbs         |
|  | <input type="checkbox"/> Wheeler         |  |

### Last Year I Bought

- |                |        |    |
|----------------|--------|----|
| AUTOMOBILE     | DEALER | \$ |
| TIRES          | DEALER | \$ |
| INSURANCE      | AGENT  | \$ |
| REFRIGERATOR   | DEALER | \$ |
| TYPEWRITER     | DEALER | \$ |
| TRAVEL TO      | VIA    | \$ |
| PRIVATE SCHOOL |        | \$ |

TO MAIL: tear out coupon carefully along dotted lines. Open slit B in top section with knife or sharp pencil.

(A) Please Fill Out Other Side of This Coupon (Copyright 1937 Pat. Applied for)

Fold back top section. Fold back bottom section. Insert tab A in slit B. Mail without postage.

# Back of It All



With this issue we welcome approximately 4,000 Lehigh men who have not been regular subscribers to the BULLETIN. As a part of the Alumni Fund drive, the association has sponsored this extra printing order for one month only.

And to our regular subscribers we are proud to announce that this issue (60 pages, including cover) is the largest ever published by the BULLETIN. The guest subscriptions carry only 48 pages but then we are including a special four months offer for the newcomers which will bring them all the Lehigh news through Alumni Day and into the middle of the football season.

The cover again was taken from the art work of Dave McCaa and presents a view through the President's yard with the Alumni Memorial building in the background. The Magnolias bloom for a short period only and a trip back to the campus with the family would be especially worth while at this time.

The drawback of the popularity of such a man as "Bosey" Reiter is that he is so genuinely liked and admired for his genial personality that few seem to know of his surprisingly versatile and interesting life. It is with this thought in mind that the BULLETIN presents his life story in this issue. Should the article create interest it is planned that like stories of "campus favorites" be published from time to time.

The very impartial summation of the placement case as presented by James H. Pierce and Dr. Williams on pages 4-5 is an outgrowth of the New York Club's plan to enlarge the scope of the placement work and, as the subject is controversial, a convenient coupon is presented for those who wish to express their views on the matter. The article is published as a result of a motion by the New York Club to that effect.



Dr. Adelbert Ford, head of the department of psychology, is a comparatively new professor at Lehigh but his career as a director of research already has been well established.

His article "Typical Humans," in this issue, points out some of the common misunderstandings of psychology and indicates the ambitious program of research now carried out in his department. Especially is he gaining attention through his work in industrial labor study and timing, a relatively undeveloped field.

These are great days for the Lehigh clubs. If any of the alumni have been missing the meetings of clubs near to them, they are passing up a good bet. The trend has been toward low priced meetings with plenty of good fellowship. Look over the news on the club pages and check the club nearest to you, as listed on page 40.

Alumni Day and Class dinners will be held on Saturday, June 12. The Alumni



dinner will be held on Friday, June 11. Mark your calendars.

Don't miss the May edition, especially if you plan to come back for Alumni Day. Class correspondents will be giving last minute details on reunion plans and a special article will outline the latest program planned by the Alumni Association. Additionally the BULLETIN has scheduled a new set of articles with new authors that you will receive the third week in May.

And a bouquet for the Class of '37 which is showing unusual enthusiasm in alumni activities even before graduation. The Senior—Alumni meeting outlined in the article "'37 Comes In" shows the greatest promise in recent years for a fighting baby class, a spirit that will mean much to the Alumni Association and to Lehigh.



**TO HER**

*Steel*

**IS ONLY A NAME FOR METAL**

... she doesn't even give it a thought—yet everything she does—everything she eats—and wears—and uses, depends in some way on steel—much of it alloy steel—much of it produced in Republic mills.

She has a stainless steel sink—stainless steel utensils and tableware. Her stove, refrigerator, washing machine, vacuum sweeper, telephone, radio—all employ steel. The motor car in which her children ride to school couldn't have been built ten years ago, because many of the new alloys that make it so much lighter, stronger,

faster, better, were not produced a decade ago.

Steel holds a place of tremendous importance in the lives of all of us. Republic has been a leader in the development of the newer, better alloy steels—and is today, their largest producer.

Steel today is *much more* than a name for metal. It is the key to better products and greater profits. Republic representatives *know* steel—and what can be done with it. They are well qualified to discuss it with you in the light of your particular production, sales, and merchandising problems.

**REPUBLIC STEEL CORPORATION**

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